OVEMBER 15, 1954

35c PER COPY

TECHNOLOGY DEPT.

BROADCASTING TELECASTING

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NEWSPAPER

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24TH year

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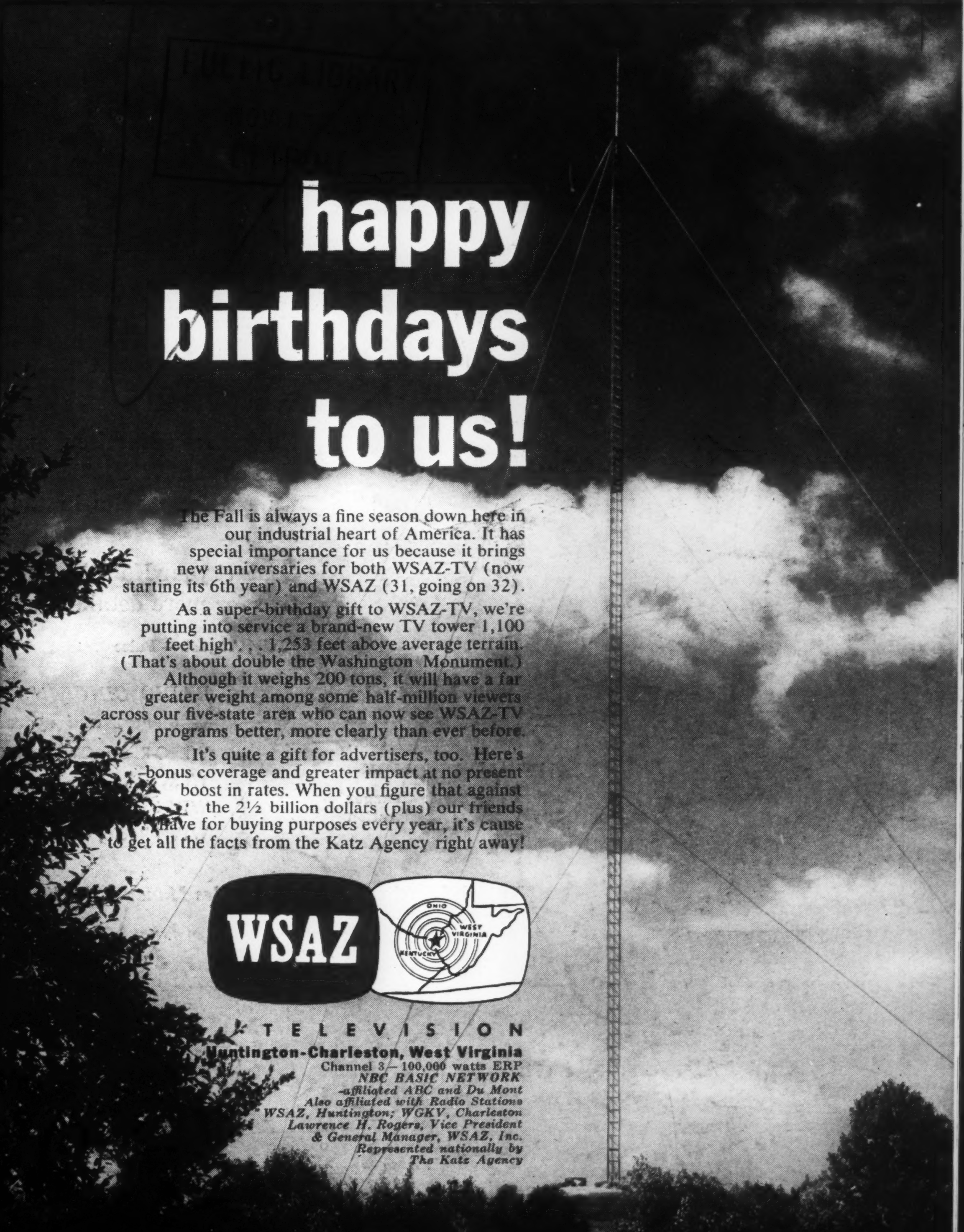
F RADIO AND TV



The Fall is always a fine season down here in our industrial heart of America. It has special importance for us because it brings new anniversaries for both WSAZ-TV (now starting its 6th year) and WSAZ (31, going on 32).

As a super-birthday gift to WSAZ-TV, we're putting into service a brand-new TV tower 1,100 feet high . . . 1,253 feet above average terrain. (That's about double the Washington Monument.) Although it weighs 200 tons, it will have a far greater weight among some half-million viewers across our five-state area who can now see WSAZ-TV programs better, more clearly than ever before.

It's quite a gift for advertisers, too. Here's bonus coverage and greater impact at no present boost in rates. When you figure that against the 2½ billion dollars (plus) our friends have for buying purposes every year, it's cause to get all the facts from the Katz Agency right away!

TELEVISION
Huntington-Charleston, West Virginia
Channel 3—100,000 watts ERP
NBC BASIC NETWORK
-affiliated ABC and Du Mont
Also affiliated with Radio Stations
WSAZ, Huntington; WGKV, Charleston
Lawrence H. Rogers, Vice President
& General Manager, WSAZ, Inc.
Represented nationally by
The Katz Agency

WKRC Radio

King in the Queen City

Morning, noon and night, WKRC-Radio reigns King in the Queen City in Quarter Hour listening Monday through Friday.*

No wonder advertisers and their agencies choose WKRC-Radio when they want sales results in the Cincinnati area.

Contact your Katz Agency representative for more detailed information.

*July, August — Pulse

We use WKRC Radio regularly and sales results show that in the Cincinnati area WKRC - Radio is a primary selling tool.

JAMES M. TWOMEY
Cincinnati General Manager
City Products Corporation

RADIO CINCINNATI, INC.
owners and operators of:
WKRC-Radio, Cincinnati, Ohio
WKRC-TV, Cincinnati, Ohio
WTVN-Television, Columbus, Ohio
WTVN-Radio, Columbus, Ohio

Kenneth W. Church, *National Sales Manager, Radio Cincinnati, Inc.*

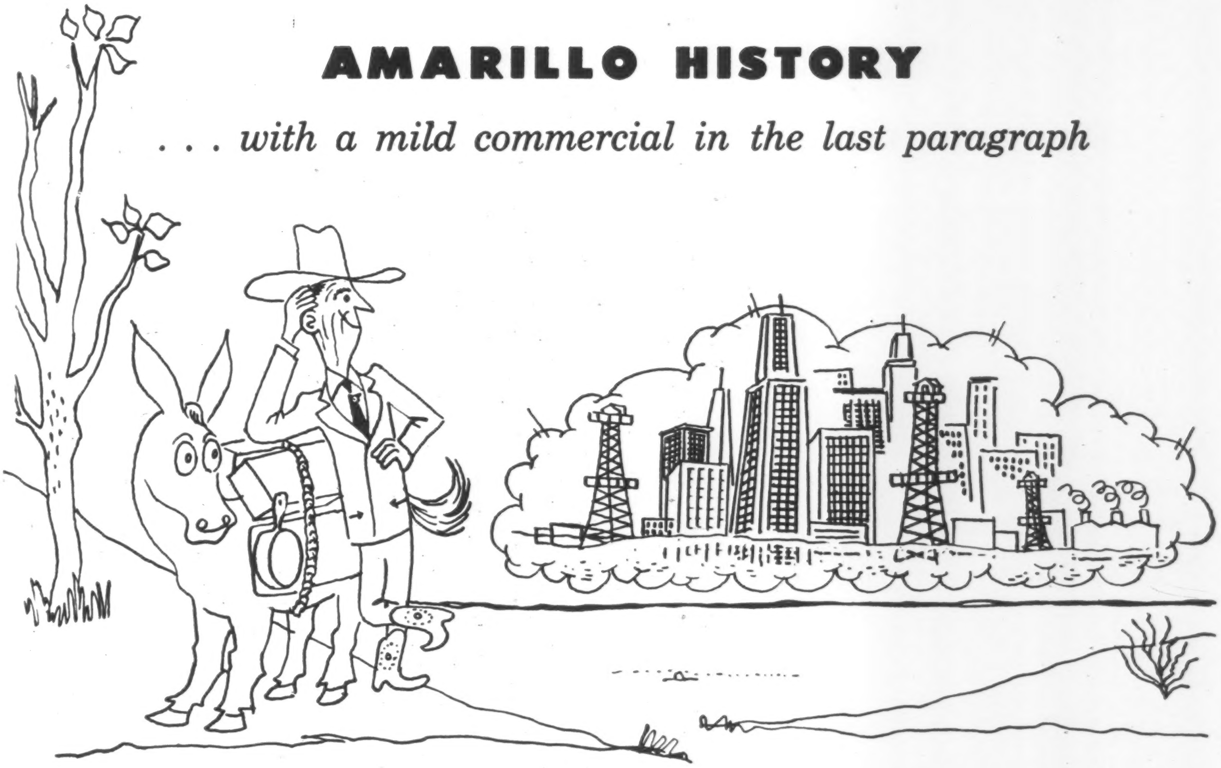
CBS **WKRC RADIO** ***CINCINNATI, OHIO**

CBS RADIO AFFILIATE

Represented by The Katz Agency

AMARILLO HISTORY

. . . with a mild commercial in the last paragraph



AMARILLO has a short past. It was born with a cocklebur under its civic tail back in 1887, during the days when a branding iron was a sacred instrument and the first railroad was coming through. The way one story goes, a man name of Sanborn offered the cowboys of the LX Ranch a town lot apiece if they'd vote for his town (then known as Oneida) in a contest which developed over the location of the county seat. Since the LX hands constituted a legal, or shooting, majority, justice triumphed. "Amarillo" derived from the yellow flowers that, along with cattle, decorated the surrounding prairie.

Highly productive Texas soil caused agriculture to flourish. Early farmers raised giant-size vegetables. Wheat liked the Panhandle. Cotton was planted after the accidental discovery that cottonseeds, in which an early shipment of eggs was packed, would grow. Highways and railroads crossed at Amarillo. Oil, natural gas and helium were discovered. Airlines came zooming in.

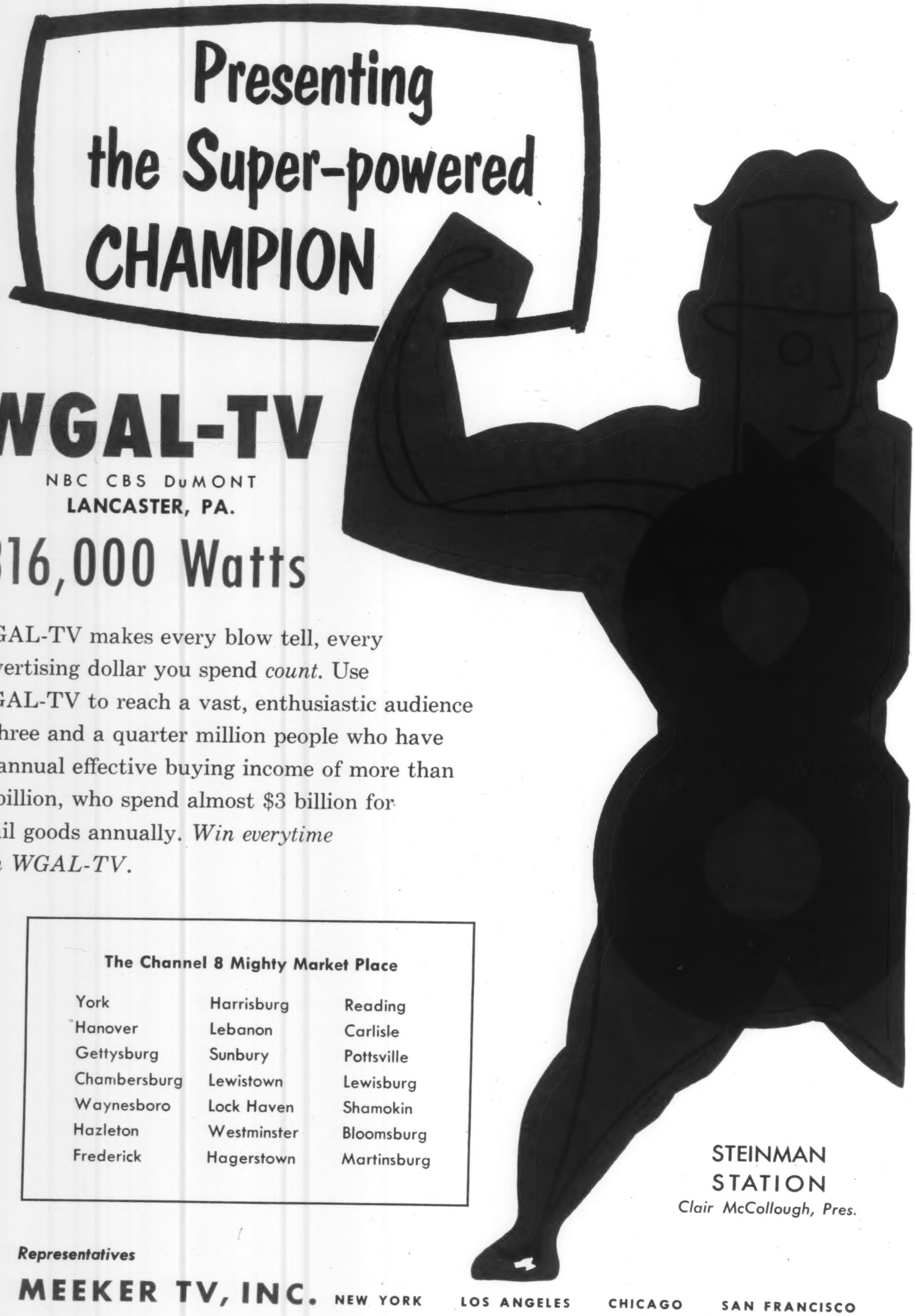
Amarillo, first in the nation in per family retail sales, is close to the stuff an advertiser looks for when he wants business. KGNC, half as old as Amarillo, reaches 78 counties with 1 million persons in Texas, New Mexico, Kansas, Oklahoma and Colorado. KGNC-TV, a high-powered newcomer, covers an area of 400,000 persons, gives its advertisers a clean shot of Panhandle hospitality and loyalty.

KGNC - AM & TV
Amarillo

NBC and DuMONT AFFILIATE

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



WGAL-TV

NBC CBS DuMONT
LANCASTER, PA.

316,000 Watts

WGAL-TV makes every blow tell, every advertising dollar you spend *count.* Use WGAL-TV to reach a vast, enthusiastic audience —three and a quarter million people who have an annual effective buying income of more than $5 billion, who spend almost $3 billion for retail goods annually. *Win everytime with WGAL-TV.*

The Channel 8 Mighty Market Place

York
Hanover
Gettysburg
Chambersburg
Waynesboro
Hazleton
Frederick
Harrisburg
Lebanon
Sunbury
Lewistown
Lock Haven
Westminster
Hagerstown
Reading
Carlisle
Pottsville
Lewisburg
Shamokin
Bloomsburg
Martinsburg

STEINMAN
STATION
Clair McCollough, Pres.

Representatives

MEEKER TV, INC. NEW YORK LOS ANGELES CHICAGO SAN FRANCISCO

closed circuit®

MARKET in reports of tv station sales remained bullish last week, but confirmations were bearish. Most talked-about report—of negotiations toward absorption of DuMont Tv Network by ABC—still drew "no comment." Accounts of handshaking by DuMont and Westinghouse Broadcasting Co. over latter's reported purchase of former's WDTV (TV) Pittsburgh circulated widely but were denied by Westinghouse.

★ ★ ★

ONE thing, however, appeared certain: Westinghouse is aiming for full complement of five vhf and two uhf stations, with best attainable network affiliations. To that end, discussions have been held not only with NBC, as reported earlier [B•T, Nov. 8], but also with CBS-TV, ABC and DuMont. Station swaps, shifting of affiliations, station purchases or new-station applications may ultimately be involved, but negotiators expect no definite deal now.

★ ★ ★

BELT-TIGHTENING at Mutual, calculated to get network into shape for what its top officials foresee as "a New Look" in network radio, continues gradually. Unofficial word last week was that staff of around 350 would eventually dwindle to around 150. Mutual officials skeptical of this report, however, and point out that some branches of Mutual's parent General Teleradio, notably Film Div., are expanding personnel.

★ ★ ★

IN WHAT would be first re-run on network of major tv series, CBS-TV reportedly considering presentation of second runs of *I Love Lucy* in late afternoon period, perhaps Sundays, at package price of $37,500 plus, of course, time.

WHEN C. TERRENCE CLYNE moves from Biow Co. to McCann-Erickson effective Jan. 1, he'll take along with him dozen or more Biow staffers identified with handling Bulova Watch account which amounts to in excess of $7 million for media, advertising and exploitation.

★ ★ ★

PHILIP MORRIS cigarettes, which last week relinquished half-hour alternate-week sponsorship of its *I Love Lucy* to Procter & Gamble (see story page 36), is also understood to be contemplating releasing half of its *Public Defender,* Thursdays, 10-10:30 p.m. on CBS-TV.

★ ★ ★

NEWSPAPERS are concerned over full effect of color tv upon their revenues, as evidenced by recent memo of John Cowles, publisher of *Minneapolis Star* and *Tribune,* regarding purchase of 47% minority in WCCO-AM-TV Minneapolis [B•T, Nov. 8]—but they are not alone. Increasing interest in tv station acquisitions is rising among theatre exhibition chains, and it wouldn't be surprising to see them figure in upcoming sales (including possibly one or more DuMont outlets).

★ ★ ★

QUALITY Radio Group, seeking chief executive for more than two months, may make choice soon. Five-member selection committee meets this week in New York to pick candidate for consideration by board, which meets soon in Chicago.

★ ★ ★

AMONG spectators in packed Senate galleries last Wednesday watching special session to consider motion to censure Sen. Joseph R. McCarthy (R-Wis.) was FCC Comr. Robert E. Lee, who never has made secret of fact he is close personal friend of Wisconsin senator.

THOSE four applicants in Miami ch. 7 tv fight may have to wait a while for initial ruling of Examiner James D. Cunningham. When last brief was filed Sept. 14 he hoped to write decision in 30 days, but since then other cases have demanded his time. He may not get to writing Miami ruling before mid-December. Ch. 7 bidders are Biscayne Tv Corp. (Niles Trammell, WIOD, WQAM), South Florida Tv Corp. (includes James Lawrence Fly), Sunbeam Tv Corp. and East Coast Tv Co.

★ ★ ★

FCC IS GOING to move warily on allocation of tv space in 680-980 mc band to AT&T for testing of "over-the-horizon" radio relay to Cuba. Commission regards requested assignments in Southern Florida as interim measure and wants to know when equipment for above 1,000 mc will be ready for relays proposed. But FCC is satisfied it's feasible to use 680-980 mc there "without risk of causing interference to the tv broadcast service," hence issued proposal (story page 102).

★ ★ ★

ESTATE of L. B. Wilson, owner of WCKY Cincinnati who died last month, expected to be in excess of $2 million. While his widow and three top executives (C. H. Topmiller, general manager; Thomas A. Welstead, eastern sales manager, and Jeanette Heinze, traffic and personnel director) will control station as principal heirs, all employes were bequeathed minimum of $500. Personal friends included among secondary legatees were William M. Ittmann, president of Procter & Gamble subsidiary in Cuba, who moves to London Jan. 1 as head of British subsidiary; C. Terrence Clyne (see above) and Sol Taishoff, editor and publisher of BROADCASTING • TELECASTING.

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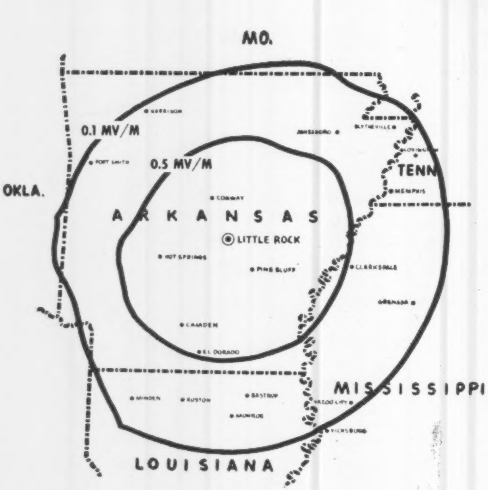
DON'T USE KTHS *IF YOU SELL A* *"Limited Market"*

(Little Rock ONLY, for instance)

DO USE KTHS *IF YOU SELL* *most or all of Arkansas!*


MO.
OKLA.
TENN
ARKANSAS
MISSISSIPPI
LOUISIANA
0.1 MV/M
0.5 MV/M
LITTLE ROCK
HARRISON
JONESBORO
BLYTHEVILLE
FORT SMITH
CONWAY
MEMPHIS
HOT SPRINGS
PINE BLUFF
CLARKSDALE
GRENADA
CAMDEN
EL DORADO
MINDEN
RUSTON
BASTROP
MONROE
YAZOO CITY
VICKSBURG

Daytime, the Station KTHS primary (0.5MV/M) area has a population of 1,002,758. More than 18%, or over 100,000, do not receive primary daytime service from any other radio station.

KTHS interference-free daytime coverage extends to the 0.1MV/M contour, except in the southwest quadrant—has a population of 3,372,433.

If you want to cover anything less than *all* of Arkansas, you wouldn't and shouldn't use KTHS.

OK. So there are two ways to cover Arkansas with radio. One is to use some 15 or 20 stations scattered all over the State. The other is to use KTHS. 50,000 watts, plus CBS, plus location at the center of the state . . . well, look at our coverage map at the left!

But high power, good location, top network *isn't all the story.* KTHS does a magnificent job of Arkansas programming—Arkansas farm service—Arkansas public service. That's why people *DO* listen, wherever they *CAN* listen!

If you need all of Arkansas, the easy, effective, economical way to cover it is with KTHS. Ask The Branham Company for the whole story.

50,000 Watts . . . CBS Radio

Represented by The Branham Co.

Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President

B. G. Robertson, General Manager

KTHS

BROADCASTING FROM

LITTLE ROCK, ARKANSAS

at deadline

Tom Maloney to Direct Grant Office in New York

TOM MALONEY, president of Cecil & Presbrey, New York, will take over as executive vice president in charge of Grant Adv.'s New York office and will serve as member of agency's executive committee, effective Jan. 1, as part of Grant's expanded operations in New York, President Will C. Grant announced Friday. He said three vice presidents—Larry Stapleton, Fred E. Spence and Jack Bailhe—have been assigned additional responsibilities in the expanded operation.

Mr. Maloney will bring five people from Cecil & Presbrey, which goes out of business Dec. 31, with him to Grant. They are: Frank P. McCord, vice president and director of research at C & P, who will assume same title and duties at Grant's New York office; Arax Ojabashian, librarian at C & P, who will accompany Mr. McCord to Grant; James J. Flood, vice president and director of merchandising at C & P, who also assumes same title and responsibilities at Grant; William C. Patterson, director of radio and television at C & P, who assumes same duties at Grant, and Paul Kolton, who has been with Mr. Maloney for past 10 years and who joins Grant as account executive.

Mr. Stapleton, vice president of Grant, becomes general manager of New York office and will continue to head account group on Florists Telegraph Delivery Assn. Mr. Spence, vice president and head of Grant's international division, will move to New York permanently with international staffs to be maintained in both Chicago and New York. Mr. Bailhe, vice president, assumes public relations services throughout Grant's network of 24 foreign offices. Hugo Vogel, vice president and head of New York office, returns to Chicago.

Donald E. Tomkins, who joined Grant in 1953 in Chicago and currently supervising production of film and live commercials for Dodge-sponsored shows and National Airlines commercials as well as Chrysler Airtemp, named director of television and radio for Grant's New York office.

New ABC Radio-Tv Sales

NEW SALES announced by ABC Friday included: American Chicle Co., through Dancer-Fitzgerald-Sample, to sponsor Sugar Bowl (Jan. 1) football simulcast on ABC-AM-TV; Chrysler Corp., through McCann-Erickson, Thanksgiving parade of J. L. Hudson Dept. Store, Detroit, on ABC-TV, Nov. 25, 10:15-11 a.m. (EST); Studebaker-Packard, *Tv Readers Digest*, through Ruthrauff & Ryan, beginning Mon., Jan. 17, 8-8:30 p.m. (EST) on ABC-TV. Also renewal of *Revival Time* by The Assemblies of God (agency, Walter F. Bennett) for 52 weeks, effective Dec. 12, Sun., 10:30-11 p.m. (EST) on ABC Radio.

Revlon Panel Show

REVLON Products Co., New York, will sponsor *What Goes On?*, Goodson-Todman package panel show, on ABC-TV, Sundays, 9:30-10 p.m., effective Nov. 28. Lee Bowman will emcee. Agencies for Revlon are William H. Weintraub & Co. and Sullivan, Stauffer, Colwell & Bayles, both New York.

WHERE ANGELS FEAR

UNDISMAYED at ruling keeping its cartoonist, Leo Hershfield, out of Senate gallery with his pad and pencil (see story page 100), NBC last week sent cartoonist into chamber armed only with his eyes and memory to sketch his impressions after leaving gallery. Network's commentator Dave Brinkley showed sketches on Washington portion of NBC-TV *Camel News Caravan* last Friday (7:45-8 p.m. EST), despite warning that this, too, was violation of Senate rules, NBC said.

September Radio-Tv Sales Far Ahead of 1953 Level

RETAIL sales of home-type radio receivers in September set new record for year, 763,589 sets, according to Radio-Electronics-Tv Mfrs. Assn. Figure exceeded 447,025 sold in August and 650,898 sold in September 1953. Nine-month retail radio sales totaled 4,032,704 sets compared to 4,526,186 in same 1953 period. September is five-week statistical month.

Tv set sales at retail totaled 986,136 in September compared to 484,533 in August and 753,953 in September 1953. Nine-month tv retail sales were 4,645,063, well ahead of 4,300,360 sold in comparable 1953 period. RETMA retail data does not include auto radios, which move direct to producers. RETMA previously reported 296,327 auto radios were made in September, with nine-month total of 2,843,740.

Johnson Quits NARTB Board

ALBERT D. JOHNSON, NARTB District 16 (Ariz., Calif., Nev.) director who formerly managed KOY Phoenix and now is general manager of KGBS San Antonio, has resigned from board. He had been re-elected to second term this year.

THE FINER THINGS

WNEW New York is setting out today (Monday) to prove that its audience is sprinkled with coating of upper crust able to afford "finer things in life."

Station's *Make Believe Ballroom* program will carry commercials for $49,000 yacht by Chris Craft; full-length Labrador mink coat at $22,000 from Gunther Jaeckel's, and Van Cleef & Arpels necklaces. Richard D. Buckley, new owner-manager of WNEW, sums up his attitude this way: "At first sight, selling furs, yachts and jewels by a disc-jockey may seem ridiculous, but you don't have to sell a lot of necklaces, minks or cruisers to satisfy a sponsor. We are betting that among the millions who listen there is a group, infinitesimal in number but tremendous in affluence, that will make this sort of thing pay." Mr. Buckley has given Jerry Marshall, WNEW's "top disc jockey-salesman," task of proving that disc m.c. shows can sell "super-luxury" items.

• BUSINESS BRIEFLY

MORE SPOT RADIO • Chap Stick Co., Lynchburg, Va., through Lawrence C. Gumbinner Agency, New York, expanding its radio spot announcement campaign on 21 stations with frequency increased from three to five times per week and adding 19 stations to schedule, effective mid-November. Contracts run for 13 weeks.

ATLANTIC RENEWAL • Atlantic Refining Co., through N. W. Ayer & Son, New York, is setting up renewal plans for its present five-minute radio news show all over country, to start first of year. Most stations will be renewed.

CHEMICAL RADIO DRIVE • American Cyanamid (chemicals) planning to use radio and print campaign after first of year, through Conklin & Mann, New York agency.

MOTOROLA TO BURNETT • Motorola Inc., Chicago (radio-tv receivers), appoints Leo Burnett Co., same city, to handle all consumer advertising effective next January. Account ($3-3.5 million) formerly handled by Ruthrauff & Ryan.

COSMETIC FIRM APPOINTS • Harriet Hubbard Ayer (cosmetics and toiletries) to James P. Sawyer Inc., N. Y., effective immediately.

IBM TO BENTON & BOWLES • International Business Machines Corp., whose advertising formerly was handled by Cecil & Presbrey, names Benton & Bowles, N. Y., as its agency.

KINNEY NAMES AGENCY • G. R. Kinney Co. (shoe chain retailers), N. Y., names Anderson & Cairns as its advertising agency, effective Jan. 1.

ABC-TV Installs 'Super-Power'

INSTALLATION now underway at all five ABC-owned and operated tv stations of new, 50 kw vhf General Electric transmitters, Robert M. Kintner, ABC president, is announcing today (Mon.). Transmitters, said by Mr. Kintner to be GE's first five of "super-power" type, were designed cooperatively by network and GE. They can transmit color and have incorporated in their design "latest advances in tubes and circuitry," Mr. Kintner said. Installation at WABC-TV New York, WXYZ-TV Detroit, WBKB (TV) Chicago, KGO-TV San Francisco and KABC-TV Los Angeles will complete network's $2 million program begun last year under direction of Frank Marx, ABC's vice president in charge of engineering.

Lucky Lager in 39 Markets

LUCKY LAGER Brewing Corp., San Francisco, signs for MCA-TV's half-hour film show, *Lucky Lager Sports Time*, in 39 markets, starting in January. McCann-Erickson, San Francisco, is agency. Though Lucky Lager has used radio spots and programs and television spots, *Sports Time* is said to represent company's entry into "extensive television programming." Markets in transaction include Los Angeles, San Francisco, Seattle, San Diego, Salt Lake City, Anchorage and Honolulu.

the open door to increased sales . . .

Speedy's
HOSPITALITY
HOUSE
SPeeDy
A STORER STATION

Here's a refreshing two hour show, timed for and geared directly to a vast women's audience. Featuring 6 established WSPD-TV personalities, this daily hard-hitting sales tool has variety to interest every type of woman.

There's Dorothy Coon with household hints; Jane Schroeder with heart warming human interest stories; Ginny Wood with guests, hobbies and news of direct interest; Betty Zingsheim with the latest fashion showings. Rusti supplies the organ music throughout the show and Earl Wells acts as male host.

Add to this combination the billion dollar Toledo area market with its 297,000 set saturation, and you get real sales results!

For further information, call your nearest Katz Agency or ADams 3175 in Toledo.

WSPD

RADIO
TELEVISION
TOLEDO, OHIO

Storer Broadcasting Company
TOM HARKER, NAT SALES DIR., 118 E. 57th STREET, NEW YORK

Represented Nationally
by KATZ

at deadline

Md.-D.C. Broadcasters Plan Freedom of Information Unit

WATCH-DOG committee to keep track of radio-tv rights to report news, cover public events and enjoy same privileges as press will be set up by Maryland-District of Columbia Broadcasters Assn. under resolution adopted Friday at Baltimore meeting (early story page 66). Second resolution opposed federal and state legislative attempts to restrict radio-tv advertising but called attention to need for good taste and caution in commercials. Group met jointly with Chesapeake AP Radio-Tv Assn.

Leslie H. Peard Jr., WBAL Baltimore, elected president of Md.-D. C. association, succeeding Joseph L. Brechner, WGAY Silver Spring. Other officers: Ben Strouse, WWDC Washington, vice president; William H. Paulsgrove, WJEJ Hagerstown, secretary-treasurer. Board members: Allen Long, WFMD Frederick; Robert B. Jones, WFBR Baltimore; R. C. Embry, WITH Baltimore; Malcolm Campbell, WNAV Annapolis; Charles Truitt, WBOC Salisbury, and Mr. Brechner.

Striking at "natural conservatism and inherent antipathy to change of legal fraternity," Thad H. Brown Jr., NARTB tv vice president, called for abandonment of American Bar Assn.'s Canon 35, banning court room broadcasts. He said general public favors "precept of freedom to broadcast, without condition or qualification." ABA's canon, he recalled, was result "of the flash bulbs in Flemington, N. J., in the winter of '36" as well as resistance of lawyers to progress.

Bricker Trip Touch and Go

WHETHER Sen. John W. Bricker (R-Ohio), who has been trying to push nomination of FCC Chairman George C. McConnaughey through Senate, will leave Washington before special Senate session ends, last Saturday was hanging on executive session of Joint Congressional Atomic Energy Committee at which Dixon-Yates contract was to come up for clearance. Atomic energy group, of which Sen. Bricker is member, planned to leave on tour of Australia late yesterday (Sunday) or today if contract were cleared Saturday.

Louisiana Group Discusses Radio Sales Advantages

RADIO's advantages as advertising medium reviewed by S. William Brown, Gardner Adv. Agency, St. Louis, in address Friday to opening session of Louisiana Assn. of Broadcasters, at Jung Hotel, New Orleans. Mr. Brown, handling important Ralston-Purina account, spoke on topic "Farm Programming Sells." John Arthur, head of his own New Orleans agency, talked on topic, "Why I Buy Radio."

Willard Cobb, KALB Alexandria, retiring president, presided at meeting. Friday agenda included "Mitch's Pitch" by Maurice B. Mitchell, president of Encyclopaedia Britannica Films Inc., and talk by Charles H. Tower, NARTB employe-employer relations manager. Saturday speakers included Jack Davis, AP, New York; Gene Nelson, WLCS Baton Rouge; Frank Ford, KENT Shreveport, and E. V. Brinckerhoff, head of his own agency in New Orleans.

COLOR APATHY

ZENITH RADIO Corp. reports "very favorable response" to stepped up network tv advertising program but discerns no "greater enthusiasm" by public for large-screen color tv receivers than for original 15-inch models. In quarterly financial report (see early story page 115), E. F. McDonald Jr., Zenith president, said firm "has no finalized plans for offering color television receivers for sale to the public in the near future" but is continuing research. Acceleration of advertising campaign referred to Zenith's part sponsorship of NCAA football games on ABC-TV and *Omnibus* on CBS-TV.

Dallas Business Census Shows Trade Up 42%

SPECIAL survey of business in Dallas metropolitan area published Friday by Dept. of Commerce, based on special census for 1953 conducted with funds supplied by local interests and government. Survey is typical of information to be gathered in forthcoming census of business.

Retail sales in Dallas totaled $998,626,000 in 1953 compared to $704,804,000 in 1948, gain of 42%, survey shows. Number of retail establishments increased in period from 5,986 to 7,190, or 20%.

New RCA Color Device

NEW calibration pulse generator, to facilitate precise measurement of studio color signal, also monochrome voltage by tv stations, announced by RCA's Engineering Products Div. Generator suited for calibrating processing amplifier, other elements of RCA 3-Vidicon color film camera chain to obtain accurate matching of red-green-blue color channels, according to RCA, and can be used with its live color camera. Three-Vidicon film camera slated for delivery to more than 40 stations within several months, RCA said.

RETMA Radiation Report

REPORT detailing progress of restricted radiation devices submitted to FCC Friday by Radio-Electronics-Tv Mfrs. Assn. Included is letter from Dr. W. R. G. Baker, General Electric Co. vice president and director of RETMA Engineering Dept., listing work of eight task forces working on subject. Task force chairmen to hold meeting Nov. 23 to review progress.

UPCOMING

Nov. 16: BAB board and stockholders meeting, New York.

Nov. 17-19: RETMA fall conference, Palmer House, Chicago.

Nov. 18-20: Radio-Tv News Directors Assn., Hotel Sherman, Chicago.

For other Upcomings see page 135

PEOPLE

THOMAS F. O'NEIL, president of General Teleradio and MBS, named by Brand Names Foundation Inc. to head committee to plan Brand Names Day—1955, which will be celebrated April 13 at dinner at Waldorf-Astoria Hotel, New York.

GEORGE CLARK, formerly head of his own station representation firm, named midwestern sales manager for WINS New York headquartering in Chicago. Mr. Clark also will represent KYA San Francisco and KTVW (TV) Tacoma, Wash.

EWART M. BLAIN, formerly sales director of WEEU-TV Reading, Pa., joins sales staff of KYW Philadelphia.

KIRK LOGIE, formerly music director at WBKB (TV) Chicago and supervisor of radio-tv production at Loyola U., that city, appointed radio-tv supervisor at Illinois Institute of Technology.

EARLE LUDGIN, president of Earle Ludgin & Co., Chicago agency, elected to U. of Chicago board of trustees.

Ryder Named IRE Head; Fellowships Awarded

JOHN D. RYDER, dean, school of engineering, Michigan State College, elected president, Institute of Radio Engineers, for 1955 succeeding William R. Hewlett of Hewlett-Packard Co. Franz Tank, of Zurich, Switzerland, succeeds Maurice J. H. Ponte, of France, as vice president.

Directors (1955-57 term): John F. Byrne, Motorola Inc., and Ernest Weber, Microwave Research Institute. Regional directors (1955-56 term): John N. Dyer, Airborne Instruments Lab, North Central Atlantic; E. M. Boone, Ohio State U., East Central; Durward J. Tucker, managing director, WRR Dallas (city owned), Southern; John T. Henderson, National Research Council (Canada).

IRE announced award of Browder J. Thompson Memorial Prize for 1955 to Blanchard D. Smith Jr., Melpar Inc., for paper titled, "Coding by Feedback Methods."

IRE named 76 radio engineers and scientists to fellowships for outstanding contributions to radio engineering or allied fields.

Lamb Testimony 'Checked'

IN CROSS examination Friday about testimony she and her Negro husband gave earlier in week of alleged Edward Lamb contribution to Communist cause (story page 94), white Mrs. Claudius Mace Russell admitted to Lamb counsel Friday she and Mr. Russell checked their stories beforehand. Asked if they came to hearing "prepared to testify to the same thing," Mrs. Russell replied, "Well, yes." Both earlier said Mr. Lamb, whose license for WICU (TV) Erie, Pa., is subject of renewal hearing, pledged and contributed money at 1944 dedication of Lincoln House, Communist Party headquarters at Toledo.

Bishop Sheen in Canada

BISHOP Fulton J. Sheen's *Life Is Worth Living* will start on CBC-TV network and undisclosed number of independent stations in Canada Dec. 4 for 26 weeks, Canadian Admiral Corp. announced. Under agreement with Admiral Corp. and DuMont Tv Network, film recordings to be made available "without any advertising messages and without any form of credit line or other identification for sponsors." Canadian Admiral also to sponsor *Passport to Danger* film series on about 10 CBC-TV stations starting Nov. 25.

WWOR-TV
WORCESTER, MASS.

THESE WWOR-TV PROGRAMS HAVE CAPTURED THE TREMENDOUS WORCESTER AUDIENCE.

MONDAY NIGHT BOUTS ★ THE NAME'S THE SAME ★ THE UNITED STATES STEEL HOUR ★ THE ELGIN HOUR ★ CHANCE OF A LIFETIME ★ THE GOLDBERGS ★ LIFE IS WORTH LIVING ★ WEDNESDAY NIGHT WRESTLING ★ SATURDAY NIGHT FIGHTS ★ SUNDAY PROFESSIONAL FOOTBALL ★ JOHN DALY AND THE NEWS ★ MARTHA WRIGHT SHOW ★ DOCTOR I Q ★ SOLDIER PARADE ★ THEY STAND ACCUSED ★ A DOLLAR A SECOND ★ THE VISE ★ THE STORK CLUB ★ LIBERACE ★ TREASURY MEN IN ACTION ★ ANNIE OAKLEY ★ DANGEROUS ASSIGNMENT ★ DREW PEARSON ★ HOPALONG CASSIDY *

PLUS 60 LIVE LOCAL SHOWS WEEKLY

THESE ADVERTISERS HAVE USED WWOR-TV TO SELL THIS CAPTURED AUDIENCE.

OLDSMOBILE ★ U. S. STEEL ★ ELGIN WATCH ★ EXQUISITE FORM ★ QUALITY JEWELERS ★ CHEVROLET ★ MOGEN DAVID WINE ★ STERLING DRUG ★ OLD GOLD ★ PACKARD ★ FORD ★ STUDEBAKER ★ ADMIRAL ★ KRAFT FOODS ★ PONTIAC ★ DODGE ★ REVLON ★ TIDEWATER OIL ★ QUAKER OATS ★ MOTOROLA ★ PHILCO ★ HERBERT TAREYTON ★ FIRESTONE ★ GENERAL FOODS ★ CHESEBROUGH MFG. ★ JACOB RUPPERT ★ RALSTON ★ MUTUAL OF OMAHA ★ GENERAL TIRE ★ HELENE CURTIS ★ NASH ★ GENERAL MOTORS ★ GREYHOUND ★ SS KRESGE ★ ARMSTRONG TIRE ★ VITAMIN CORP. OF AMERICA ★ CHEFMASTER ★ CHRYSLER ★ ATLANTIC REFINING CO. *

*PLUS 178 MORE

SEE PAUL H. RAYMER CO.

WWOR-TV

1ST STATION IN NEW ENGLAND'S NO. 3 MARKET
A B C — DUMONT

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

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***Reg. U. S. Patent Office**

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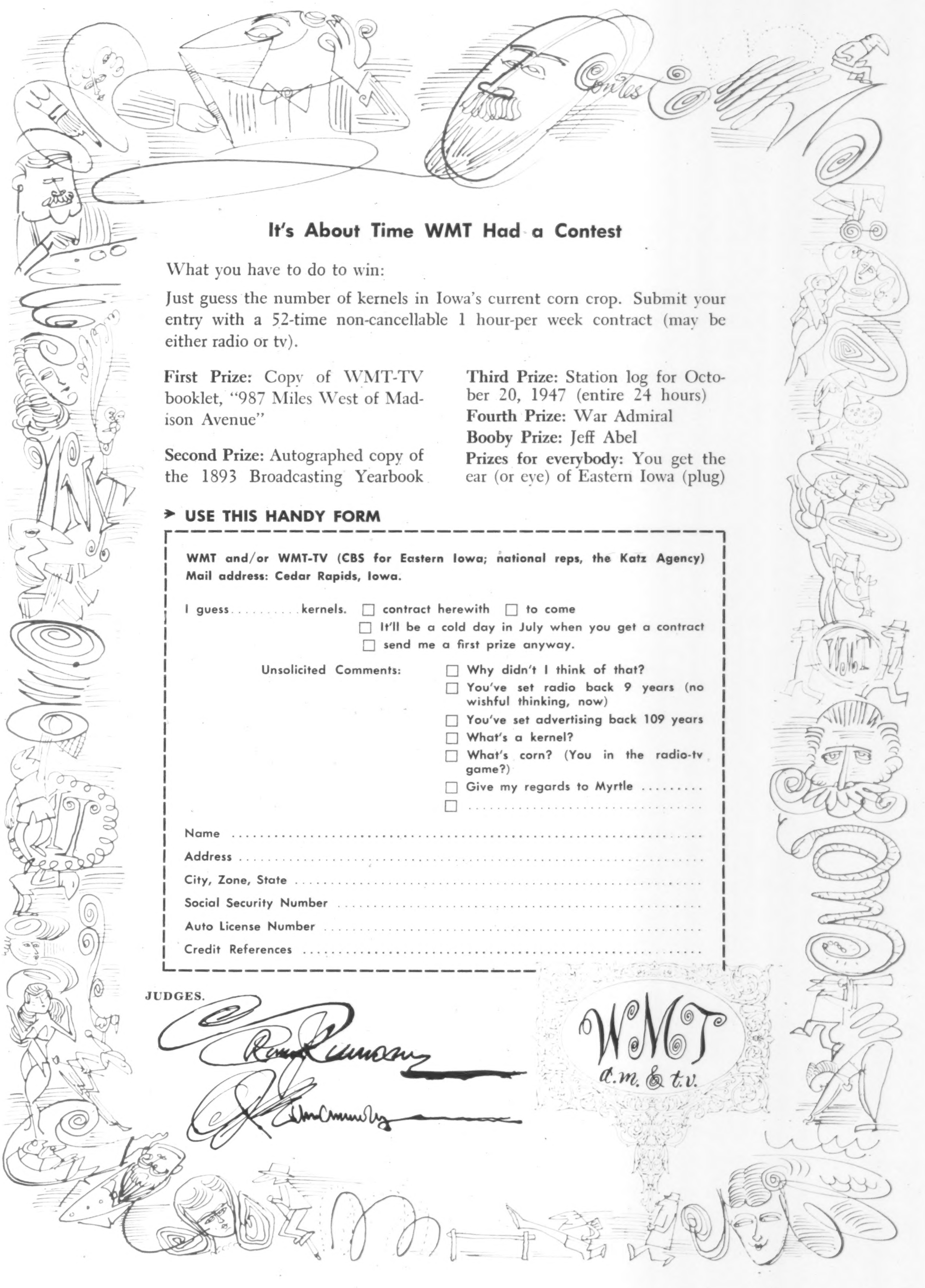


It's About Time WMT Had a Contest

What you have to do to win:

Just guess the number of kernels in Iowa's current corn crop. Submit your entry with a 52-time non-cancellable 1 hour-per week contract (may be either radio or tv).

First Prize: Copy of WMT-TV booklet, "987 Miles West of Madison Avenue"

Second Prize: Autographed copy of the 1893 Broadcasting Yearbook

Third Prize: Station log for October 20, 1947 (entire 24 hours)

Fourth Prize: War Admiral

Booby Prize: Jeff Abel

Prizes for everybody: You get the ear (or eye) of Eastern Iowa (plug)

➤ USE THIS HANDY FORM

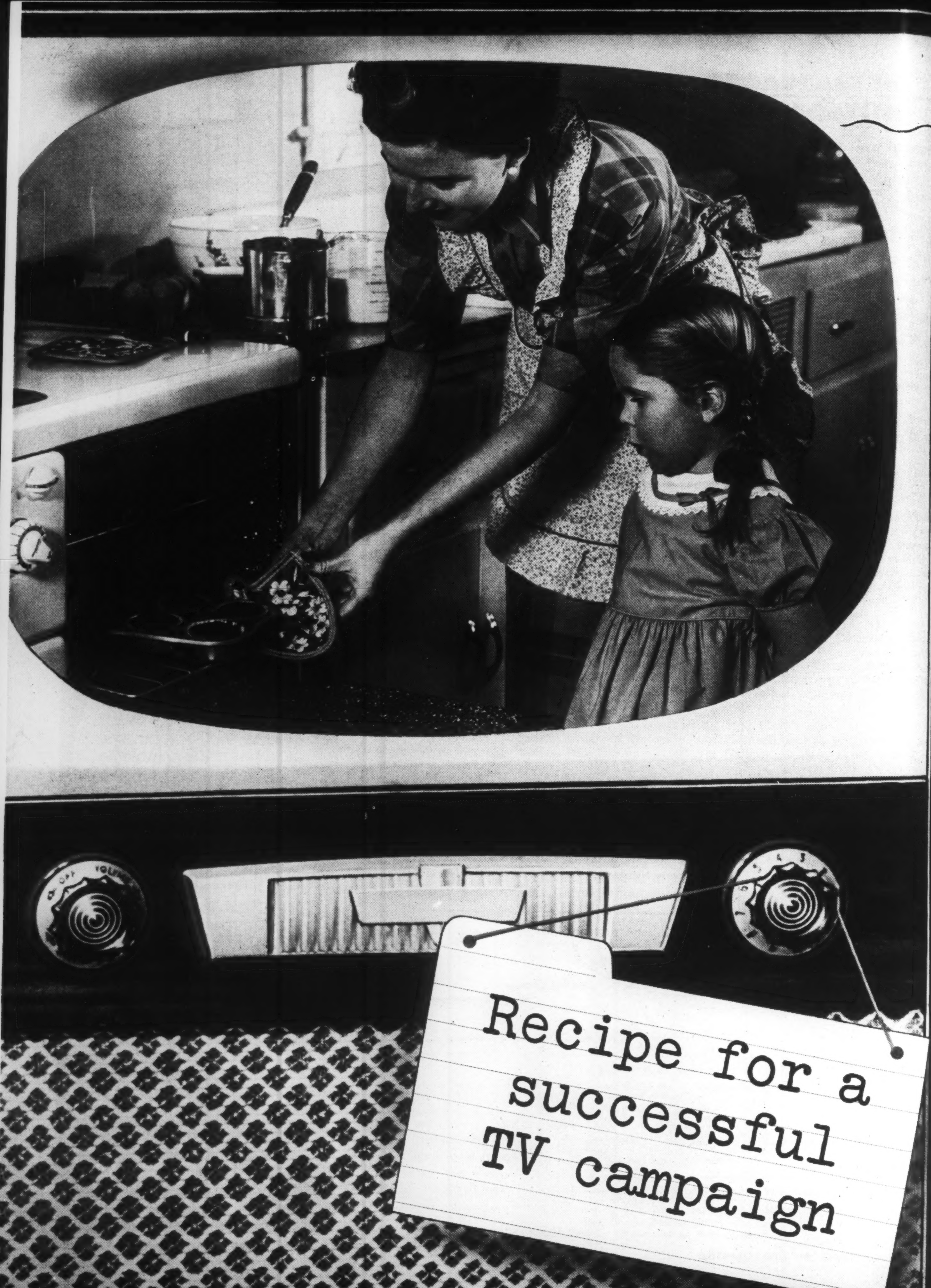
WMT and/or WMT-TV (CBS for Eastern Iowa; national reps, the Katz Agency)
Mail address: Cedar Rapids, Iowa.

I guess.......... kernels. ☐ contract herewith ☐ to come
☐ It'll be a cold day in July when you get a contract
☐ send me a first prize anyway.

Unsolicited Comments:
☐ Why didn't I think of that?
☐ You've set radio back 9 years (no wishful thinking, now)
☐ You've set advertising back 109 years
☐ What's a kernel?
☐ What's corn? (You in the radio-tv game?)
☐ Give my regards to Myrtle ....
☐ ....

Name ....
Address ....
City, Zone, State ....
Social Security Number ....
Auto License Number ....
Credit References ....

JUDGES.


Recipe for a successful TV campaign

Basic Ingredient: If you want to sell your product to women, pick a locally produced woman's show.

Plus the Personal "Pitch": In addition to delivering your commercial, the local TV hostess creates even greater demand for your product through her personal selling and endorsement of your product. Because she speaks to her women-viewers in terms they understand—about items that interest them most, they're more than willing—yes, even eager—to try the products she recommends.

The Frosting on the Cake: Locally produced women's shows are low priced. Economical, too, because you get an audience made up exclusively of potential buyers . . . housewives. In addition, you select only the markets you want, the TV stations you want.. even the saleswoman you want.

Ready to Serve: Every one of these stations has at least one locally produced program that appeals predominantly, and overwhelmingly, to women.

WSB-TV	**Atlanta**	**WATV**	**New York**
WBAL-TV	**Baltimore**	**WTAR-TV**	**Norfolk**
WFAA-TV	**Dallas**	**KMTV**	**Omaha**
KOA-TV	**Denver**	**WTVH-TV**	**Peoria**
WICU	**Erie**	**WENS**	**Pittsburgh**
KPRC-TV	**Houston**	**WOAI-TV**	**San Antonio**
WJIM-TV	**Lansing**	**KFMB-TV**	**San Diego**
KARK-TV	**Little Rock**	**KGO-TV**	**San Francisco**
KABC-TV	**Los Angeles**	**KREM-TV**	**Spokane**
WTVW	**Milwaukee**	**KOTV**	**Tulsa**
KSTP-TV	**M'p'l's-St. Paul**	**KEDD**	**Wichita**
WSM-TV	**Nashville**		

ABC Pacific Television
Regional Network

REPRESENTED BY

Edward Petry & Co., Inc.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO

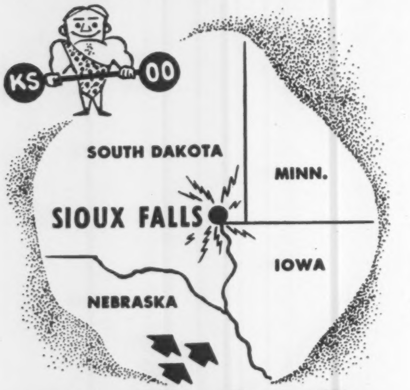
$26 MILLION FOR APPLIANCES SPENT BY KSOO FARM FAMILIES IN '53

83% of Farms Electrified

MARKET FACT NO. 4

To the 123,000 high-income RADIO KSOO families, pump-handle farmers are history book characters! A 60 county $26,000,000 market for home appliances is worth its weight in gold, especially when you can get through to it at such low cost. 15 minutes costs only 35c per 1,000 families on RADIO KSOO . . . 1 minute only 13c. Farmers with an average income of $10,660 in 1953 can make impulse purchases because they have the money and do enjoy all modern conveniences. RADIO KSOO delivers 65% more audience than the second Sioux Falls station. RADIO KSOO *sells* because people buy what they hear most about . . . on their favorite station!

The Dakotas' Most Powerful Radio Station!



KSOO

Sioux Falls, S. D.

Nationally Clear Channel 1140 KC
ABC Radio Affiliate
10,000 WATTS DAYTIME
5,000 WATTS NIGHTTIME
Represented Nationally by Avery-Knodel, Inc.

STUDIO ONE

". . . WE have reached such a low point in our human relationships that we tolerate the vilification of the virtures of men by anonymous attacks, distortions, outright fabrications and insidious propaganda."

This quotation is from a speech on "Freedom Is a Dynamic Action" made last Wednesday by Roger M. Kyes, vice president of General Motors and former Deputy Secretary of Defense, at the Assn. of National Advertisers convention in New York.

Just two days earlier, Westinghouse's *Studio One*, on CBS-TV, presented a thought-packed drama spotlighting the very problem which troubles Mr. Kyes.

What happens when fear of the strange or unknown or the different strikes the American community? The *Studio One* play, "Almanac of Liberty," was based on a book of the same title authored by U. S. Supreme Court Justice William O. Douglas. Mr. Douglas' treatment of the matter, however, was academic as opposed to the dramatic, or story form, of the tv play of Reginald Rose.

The tv author created typical small community characters representing the life-blood facets of American life—through which flow the ingredients which preserve our freedom as documented in the Bill of Rights.

The tv play cut a path somewhere between fantasy and allegory. But the point was hammered through, even perhaps a bit too hard at the conclusion. The theme: the freedoms we take for granted easily can be jeopardized by our individual exaggerated fears. When the community, acting as a mob, attacks a stranger because he says things with which the citizenry disagrees, time stands still. Once the reason for the time standstill—the attack was made on the eve of the anniversary of the signing of the Bill of Rights—is discovered and the citizens forget their fears, rededicating themselves to respect the freedoms bequeathed them by the Bill of Rights, time resumes, the stranger disappears and the people are buoyed in spirit.

This play packed a powerful impact. The entire action took place in an old meeting hall, but the viewer was neither restricted nor confined. The action, words and ideas, carried the program through in fine fettle, giving an outstanding example of what the visual medium can do when used with imagination and inspiration.

Production Cost: Approximately $25,000.
Sponsor: Westinghouse Electric Corp. through McCann-Erickson.
Network: CBS-TV—Monday, 10-11 p.m. EST "Almanac of Liberty" from book written by Justice William O. Douglas (Nov. 8).
Adapted by: Reginald Rose.
Producer: Felix Jackson; Director: Paul Nickell.
Cast: Lee Richardson, Eli Mintz, Frieda Altman, Pat Hingle, Joe Fallon, Ginger McManus, P. J. Kelly—as townspeople of Ridgeville, U. S. A.
Narrator: Charles Collingwood.

MARCH OF MEDICINE

TO OPEN its third year on tv, the *March of Medicine* tackled one of the toughest problems of modern medicine and probably the one the public understands the least—that of mental illness in general and schizophrenia in particular. Smith, Kline & French Labs, the series' sponsor, and the American Medical Assn., which cooperates in the presentation of these medical telecasts, are to be commended for daring to deal with such a touchy topic.

To this reviewer, however, the Oct. 31 televisits to the Hudson River State Hospital at Poughkeepsie, N. Y., a modern institution for the treatment of the mentally ill, and to the New York State Psychiatric Institute in New York City, where research in the causes and treatment of schizophrenia is being carried on, were a lot less satisfactory than other *March of Medicine* programs of previous years.

The need for public understanding that mental illness (the word "insanity" was scrupulously avoided) is simply another disease and nothing to be more ashamed of than tuberculosis or scarlet fever is doubtless as great as many of those participating in the program pointed out. But is that need best met with a view of a patient being prepared for shock treatment, accompanied by a report on its somewhat violent effects?

The tour of the hospital was as interesting and instructive as any brief visit to a large institution can be, but the subject of schizophrenia—one that the average viewer probably never has nor ever will encounter personally—seems too complex to be handled adequately in a 30-minute tv exposition. The final scenes—the patients gathered for vesper service in the hospital chapel and the dramatic revelation that the young lady who had led the visit to the women's wing in the early moments of the program was herself a former patient there—seemed too contrived and theatrical for inclusion in a program of serious educational intent.

Despite its faults, the program did give a number of scientists a chance to describe to a large audience what is being done to treat schizophrenic patients and to learn more of the nature of this dread affliction. It did stress the need for public understanding and support, both financially and through personal visits to mental institutions. It did boldly discuss a subject still somewhat taboo and, just by bringing it up, it aroused the viewer's curiosity.

Those are worthwhile achievements in themselves. But if in addition the program's impact was such as to push viewers beyond the curiosity stage and into a desire to help, then indeed it will have succeeded.

Presented by Smith, Kline & French Labs in cooperation with American Medical Assn., through Doremus-Eschelman Co.
Produced by Smith, Kline & French Labs.
Broadcast by NBC-TV approximately once a month at various times. Oct. 31 program was telecast 5:30-6 p.m. EST.
NBC Producer: Doris Ann; director: Charles Christensen.
Writer: Lou Hazam.
Narrators (Oct. 31): Merrill Muller and Ben Grauer.

★ ★ ★

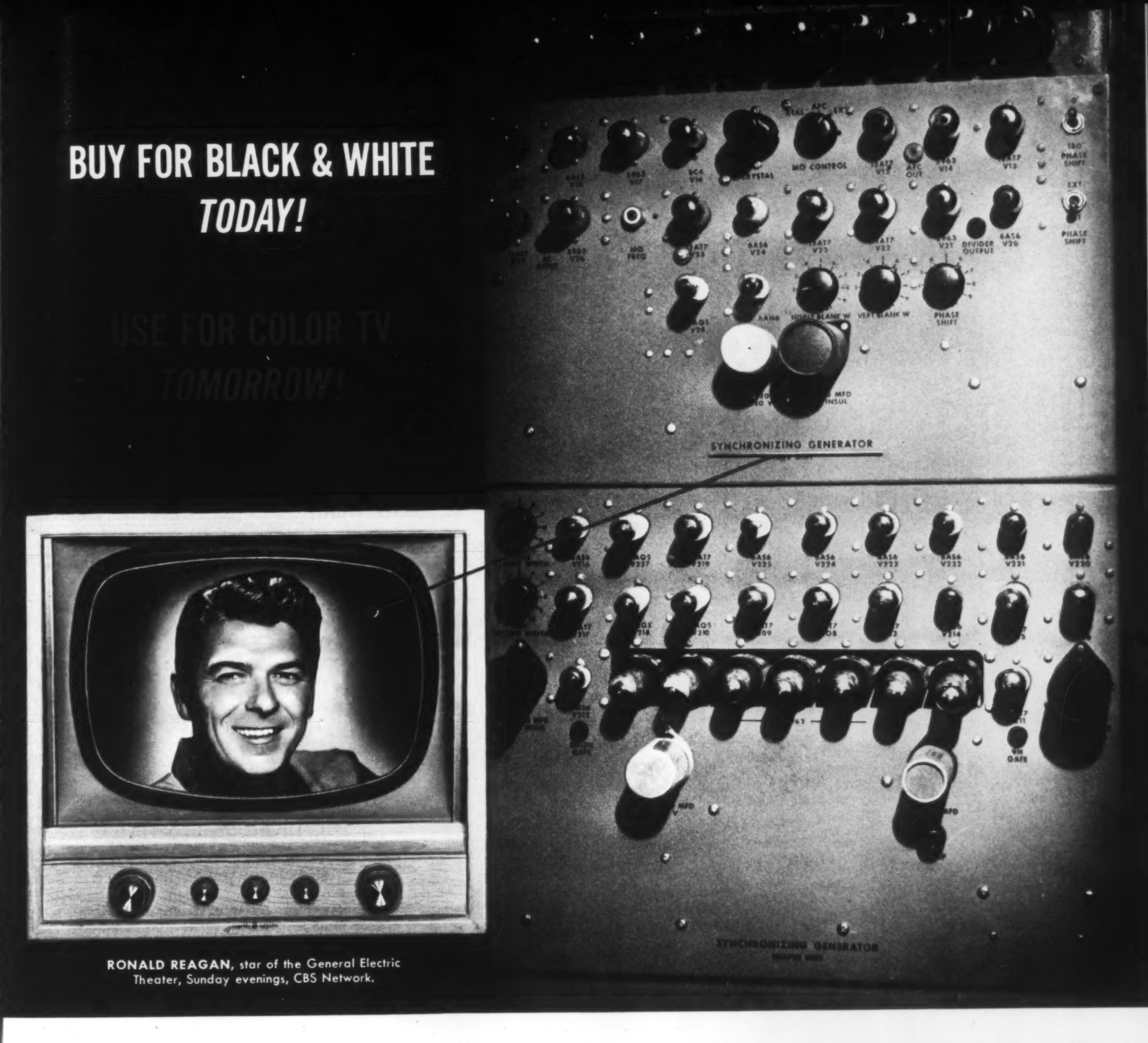
BOOKS

MOTIVATION RESEARCH IN ADVERTISING AND MARKETING, by George Horsley Smith. McGraw-Hill Book Co., New York. 242 pp. $5.

"WHY RESEARCH" might be a better name than motivational research for this new adjunct to advertising, Mr. Smith, associate professor of psychology, Rutgers U., says in the first chapter of his book. The word "why," he says, "would focus attention on the whole set of inner conditions that play a dynamic part in a person's buying or not buying, responding favorably or unfavorably to some communication." Assumptions, beliefs, attitudes, sensations and other inner conditions, in addition to motives, influence buying behavior, he notes. The book, one of a series sponsored by the Advertising Research Foundation, describes the various techniques employed in motivation research, with extensive references for readers who want to explore any technique more fully.

BUY FOR BLACK & WHITE
TODAY!

USE FOR COLOR TV
TOMORROW!



RONALD REAGAN, star of the General Electric Theater, Sunday evenings, CBS Network.

G-E Sync Generators for uninterrupted signals...clear picture quality!

PYRAMID
PLAN
FOR COLOR TV

HERE is the key equipment for maintaining a standout coverage position in monochrome today and in color tomorrow. Signals go clearer with the high-accuracy timing and interlace of G-E sync units. Now's the time to equip for optimum picture quality. A stronger position in B & W means you'll be that much stronger in color!

The beauty of G-E sync design is its easy changeover to color whenever you're ready. An inexpensive color adaptor fits into the present rack. No scrapping, *no waste of equipment.* The same applies to G-E transmitters, stabilizing or utility amplifiers, monitors, cameras. Follow the G-E PYRAMID PLAN for color and save thousands of dollars—as you convert G-E equipment *quickly, easily.*

See how much you'll save! Have your G-E field representative timetable your future in color. Phone or write today for details on the action-packed PYRAMID PLAN. *General Electric Co., Section X2114-15, Electronics Park, Syracuse, New York.* In Canada, write: *C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

Meets your TV needs

EMSCO engineered towers

Be sure your proposed TV tower is designed specifically to meet your requirements. Get the features you want... with an EMSCO tower design that is *unconditionally guaranteed.*

EMSCO "Towers of Strength" meet rigid RTMA and AISC standards. As standard equipment on towers in excess of 500', tower and antenna top are equipped with built-in telephone system providing ground instructions for adjustment, maintenance and repair of electrical equipment. All towers are hot dip galvanized reducing maintenance costs ... insuring long structural life.

For guyed or self-supporting towers unequalled for safety... structural rigidity... and economy... specify EMSCO. Prompt delivery is assured.

Typical Emsco guyed TV tower
Galveston, Texas

EMSCO
TOWERS OF STRENGTH

EMSCO MANUFACTURING COMPANY
LOS ANGELES, CALIFORNIA
Houston, Texas • Garland, Texas

E-182

OPEN MIKE

Cooperation, Not Conflict

EDITOR:

May I take this opportunity to commend your CLOSED CIRCUIT item in your issue of Nov. 8 pertaining to the objectives of Vitapix. Those of us who have had a part in contributing ideas for increased tv spot business feel there is a place for cooperative effort between a program production source and television stations.

The multitudinous problems in producing local studio shows for spot sale find a welcome relief in the Vitapix-Guild objective. In this there most certainly is no conflict with the networks who contribute immeasurably to the American system of free television.

John E. Fetzer
Chairman of the Board
Vitapix Corp.
(WKZO-AM-TV Kalamazoo)

85 for 5

EDITOR:

. . . KMMJ's top five announcers have a total of 85 years behind the mike here. They are:

George Kister, farm director, 27 years at KMMJ; Nay Deines, sports, 18 years at KMMJ; Dutch Woodward, farm specialist, 18 years; Orie Kerwood, d.j., 14 years; Ed Meyer, d.j., 8 years.

Can any station's five oldest men, in point of service to their present station, beat KMMJ's record?

Bill Moore
Regional Sales Manager
KIOA Des Moines; KMMJ
Grand Island, Neb.; KXXX
Colby, Kan.

FCC Diversification History

EDITOR:

That is a very interesting article in B•T for Nov. 1 headed "Diversification: Its Case History." . . . [With your permission] we are going ahead with offset reproduction here with credit to you. . . .

Cranston Williams
General Manager
American Newspaper
Publishers Assn.
New York, N. Y.

[EDITOR'S NOTE: B•T is happy to grant ANPA permission to reproduce its review of the FCC's handling of newspaper applications for tv stations in the past ten years.]

Study Coverage

EDITOR:

We owe you and your staff many thanks for the nice editorial coverage you gave our study for Mutual [B•T, Oct. 4].

I have just returned from Chicago, where many agency men mentioned the article to me in favorable terms and this has given me some small idea of the way in which your publication covers its field.

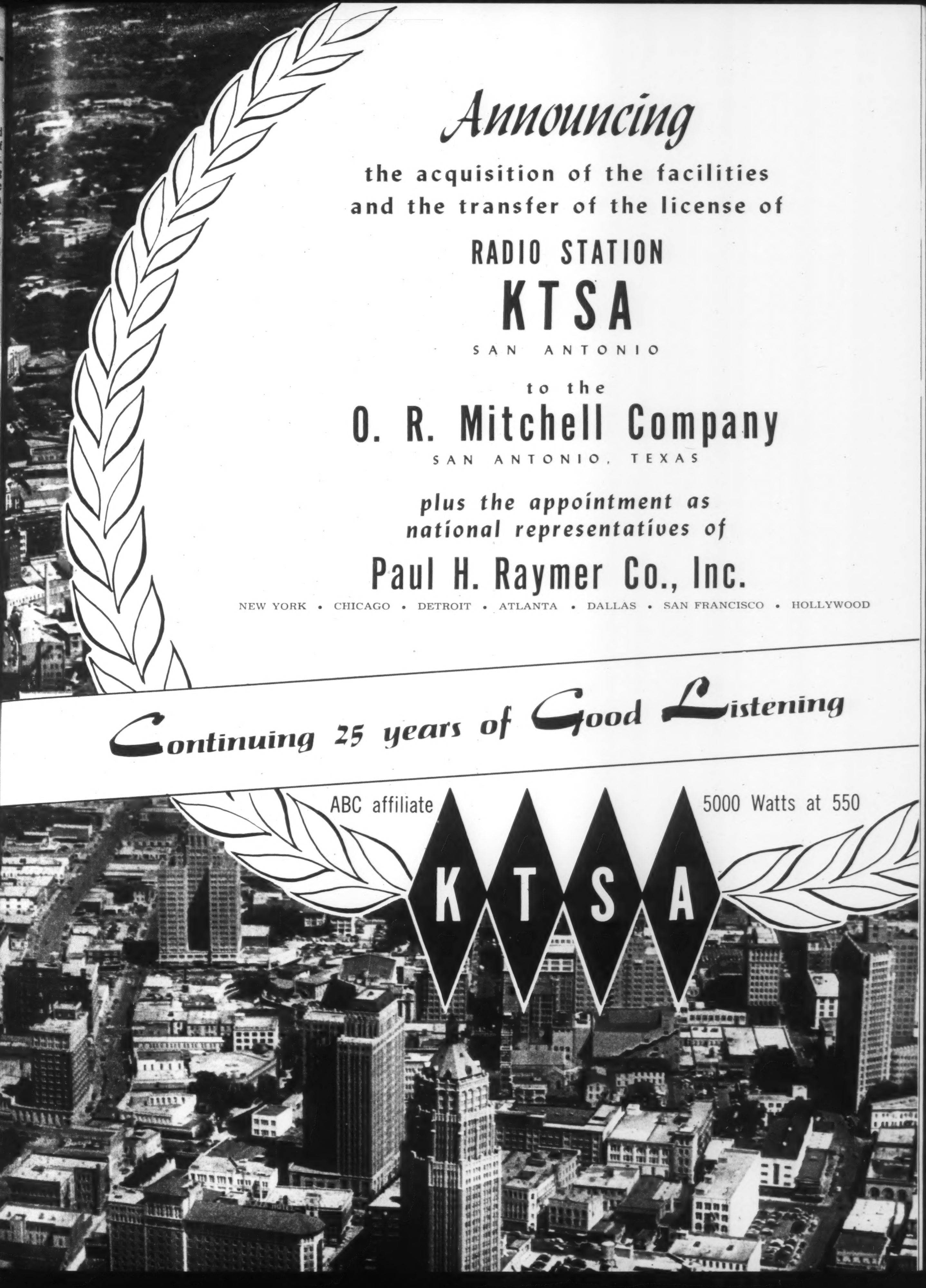
James A. Ward, President
J. A. Ward Inc., New York

Department Store Radio

EDITOR:

We would appreciate receiving twenty reprints of the article, "Department Stores Hail Radio Selling Power," appearing on page 40 of the Oct. 25 issue of B•T.

Tim Elliot
President-General Manager
WCUE Akron, Ohio



Announcing

**the acquisition of the facilities
and the transfer of the license of**

RADIO STATION

KTSA

SAN ANTONIO

to the

O. R. Mitchell Company

SAN ANTONIO, TEXAS

***plus the appointment as
national representatives of***

Paul H. Raymer Co., Inc.

NEW YORK • CHICAGO • DETROIT • ATLANTA • DALLAS • SAN FRANCISCO • HOLLYWOOD

Continuing 25 years of Good Listening

ABC affiliate

KTSA

5000 Watts at 550

Between 1951 and 1953...Did your sale

▲ MORE PEOPLE . . .

▼ MORE FOOD SALES . . .

▲ MORE INCOME . . .

▼ MORE TOURIST SPENDING . . .

▼ MORE DEP'T. STORE SALES

MORE

▼ MORE AUTOMOTIVE SALES

San Diego increase 28%?

They should have!

Because, in 1953 San Diego's retail sales totaled $775,008,000, a gain of 28% over 1951. This is a greater rate of increase than Los Angeles, San Francisco or Phoenix realized during the same period!

Small wonder. During these same two years, San Diego's population rose 22% (to 720,100) and the Effective Buying Income of its sun-soaked residents gained 31% (to $1,316,011,000)! In these categories too, it led L.A., S.F. and Phoenix in growth rate. "Where the West Grows Fastest!", that's San Diego.

Consider This:

In January, 1954, San Diego had more people than Toledo and Salt Lake City combined!

In 1953, San Diegans made more than the residents of Columbus, Ohio and New London-Norwich combined!

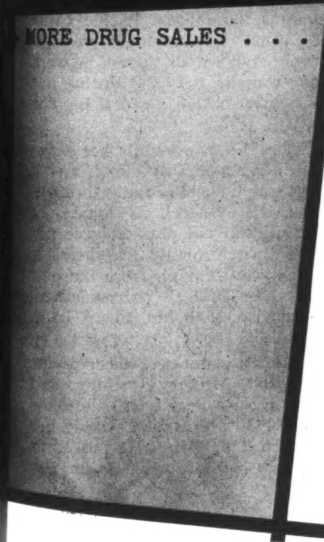
In 1953 San Diegans spent more than the folks in Des Moines and Syracuse combined!

It's hardly amazing, considering these facts, that timely time-buyers from coast to coast are referring to San Diego as,

"America's MORE Market!"

To get back to our original question, "Did your sales in San Diego increase 28%?". We've given you a few solid reasons why "They should have!"

They could have! (and they still can) -- thru regular use of San Diego's leading (tops in PULSE, 6:00 AM to Midnight, Sun. thru Sat.) radio station,



MORE DRUG SALES . . .

KFMB Radio

5000 watts on 540 kilocycles

Wrather-Alvarez Broadcasting, Inc.

KFMB Bldg., San Diego 1, Calif.

Represented by

Edward Petry & Co., Inc.

NEW YORK · CHICAGO · LOS ANGELES · DETROIT · ST. LOUIS · SAN FRANCISCO · DALLAS

Note: All figures and comparisons from Sales Management "Survey of Buying Power," Metropolitan county area data, May, 1954.

In the Dakota area

KXJB-TV

CARRIES ALL THE BIG ONES

Beat the Clock
Bishop Sheen
Doug Edwards
Edward R. Murrow
Ford Theatre
Four Star Playhouse
Godfrey and His Friends
Halls of Ivy
Herb Shriner
I Love Lucy
Jack Benny
Playhouse of Stars
Private Secretary
Rocky King
Studio One
Topper & Line-up

. . . and as of October 18th, ten top daily network strips for P&G, General Mills, General Foods, ADA, American Home Products and Soilax.

LIVE INTERCONNECTED

KXJB-TV

CBS Primary—DUMONT

Channel 4

VALLEY CITY
FARGO

NO. DAK. BDCST. CO. INC.
National Sales Office
4000 Front St., Fargo, N. D.

KSJB—600 KC, Jamestown
KCJB—910 KC, Minot
KCJB-TV—Ch. 13, Minot

REPS: WEED TELEVISION

our respects

to OLIVER DAVID FISHER

HIS FULL NAME is Oliver David Fisher, but his fellow citizens in Seattle know him today as O. D., his employes at Fisher Flouring Mills Co., address him as "Mr. O. D.," and the staff of KOMO-TV Seattle refers to him as "The Channel Four Kid."

From the days, in the mid-twenties, when he and his brothers originally invested money in the then young and struggling radio station, KOMO Seattle, O. D. Fisher has had a major and continuing influence on broadcasting. He has had, over the years, three careers in the broadcasting media: a radio broadcaster, a tv broadcaster, and an advertiser.

Mr. Fisher sits today in the same unpretentious office, in a corner of the second floor of the flouring mill company, in which he sat in 1926, discussing the possible purchase of KOMO when he decided—and persuaded his brothers—to invest Fisher Flouring Mills money in a new company, to be known as Fisher's Blend Station Inc., and to install Birt Fisher (no relation) as manager. KOMO had a 1 kw Western Electric transmitter and the Federal Radio Commission (predecessor of FCC) hadn't been heard of.

The company was capitalized at $1,500, but when it went on the air, less than two months after the decision, it started with a 14-hour broadcasting day, all live programming and all sponsored. KOMO at that time had a payroll numbering 65 persons, and all its air time was underwritten by a group of local firms organized as Totem Broadcasters Inc. Mr. Fisher was president of Totem Broadcasters (in addition to heading the flour company, which was one of the participants).

KOMO started broadcasting under its new owners on Jan. 1, 1927. On Jan. 17, the young National Broadcasting Co. held a meeting in New York, to which it invited spokesmen for leading West Coast stations. The result was establishment of NBC's Orange Network on the Coast. KOMO was among the charter affiliates.

NBC itself owned KJR Seattle, but the station was losing money, and the network leased it to Fisher's Blend Station for 10 years for $1. (Mr. Fisher doesn't recall that the dollar was ever paid.) When Fisher's Blend relinquished KJR, as a result of the FCC duopoly ruling years later, the station had a resale value in the neighborhood of $700,000.

KOMO's progress was marked by several milestones, including its increase in power to 5 kw in 1936, to 50 kw in 1948, and the inauguration of its new studio building at Fourth North and Denny Way and new transmitter building on Vashon Island in 1948.

Mr. Fisher has been on the board of Fisher's Blend Station Inc.—now sole owner of KOMO and KOMO-TV—since it was formed. He also is chairman of the board of Fisher Flouring Mills Co., and serves as a director or officer of numerous other firms in Seattle and elsewher One of his brothers, O. W. (Wally) Fisher, i president of the broadcasting company, havin retired as general manager in March 1952.

O. D. Fisher's services to the world of broadcasting did not end with the early years o KOMO radio. He took an active part in obtaining ch. 4 for KOMO-TV. Hanging on h office wall is a framed certificate, signe KOMO-TV executives and inscribed:

"To O. D. Fisher, the Channel Four Kid has never permitted the burden of mat sponsibility to dull the insatiable cur youth. . . June 13, 1953."

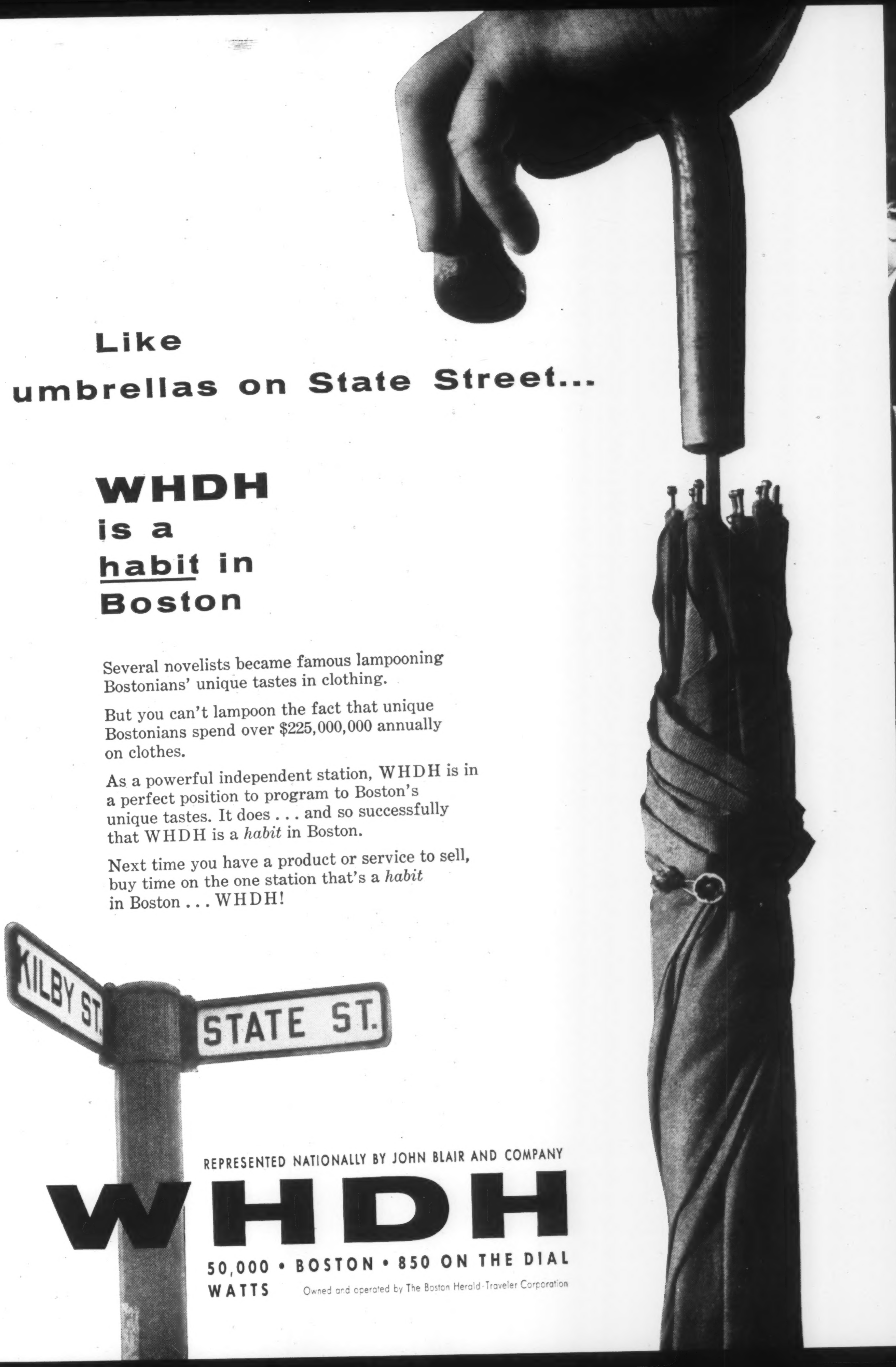
His influence on broadcasting has not limited to his association with KOMO, because—in the words of Trevor Evans, presiden of Pacific National Advertising Agency, Seattl —"He believes in advertising!" Mr. Evan should know, because for 10 years he was radi tv director of the agency he now heads, and worked actively on the Fisher Flouring Mill account. Fisher, as a result of O. D.'s interest in the medium, has always been a major user of radio. One of its major products, a breakfast cereal called Zoom, was introduced into California markets by personality programs in radio. The flour company was among the first Seattle advertisers to use the NBC Coast network, and when it was using commentators on both the Red and the Blue NBC networks, in 1945, Fisher was the biggest Pacific Coast advertiser on the Blue. For about two years, it sponsored the only five-a-week Coast network show originating from Seattle, and during this period had 13 quarter-hours a week on one network alone.

Since 1947, Fisher Flouring Mills has never been without a radio advertising effort, and it now spends considerable sums in radio throughout the western states, as well as some spot radio in Alaska and Hawaii, plus television in Seattle, Portland and occasionally elsewhere.

"O. D. Fisher's basic thinking from the past has set the pattern for Fisher's current advertising program," according to Mr. Evans.

Born in Orleans, Mo., Nov. 29, 1875, O. D. Fisher was the youngest cadet ever accepted for enrollment at Virginia Military Institute, and he tied for first in his class. His business career began in 1893 with the Cordz-Fisher Lumber Co. in Birch Tree, Mo. He moved to Seattle in 1906. Fisher Flouring Mills was established in 1910.

Mr. Fisher married the former Nellie E. Hughes in 1896. They celebrated their fifty-seventh wedding anniversary and heralded the birth of their first great-grandson on Dec. 10, 1953, the day KOMO-TV first went on the air.



Like umbrellas on State Street...

WHDH is a habit in Boston

Several novelists became famous lampooning Bostonians' unique tastes in clothing.

But you can't lampoon the fact that unique Bostonians spend over $225,000,000 annually on clothes.

As a powerful independent station, WHDH is in a perfect position to program to Boston's unique tastes. It does . . . and so successfully that WHDH is a *habit* in Boston.

Next time you have a product or service to sell, buy time on the one station that's a *habit* in Boston . . . WHDH!

REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY

WHDH

50,000 WATTS • BOSTON • 850 ON THE DIAL

Owned and operated by The Boston Herald-Traveler Corporation

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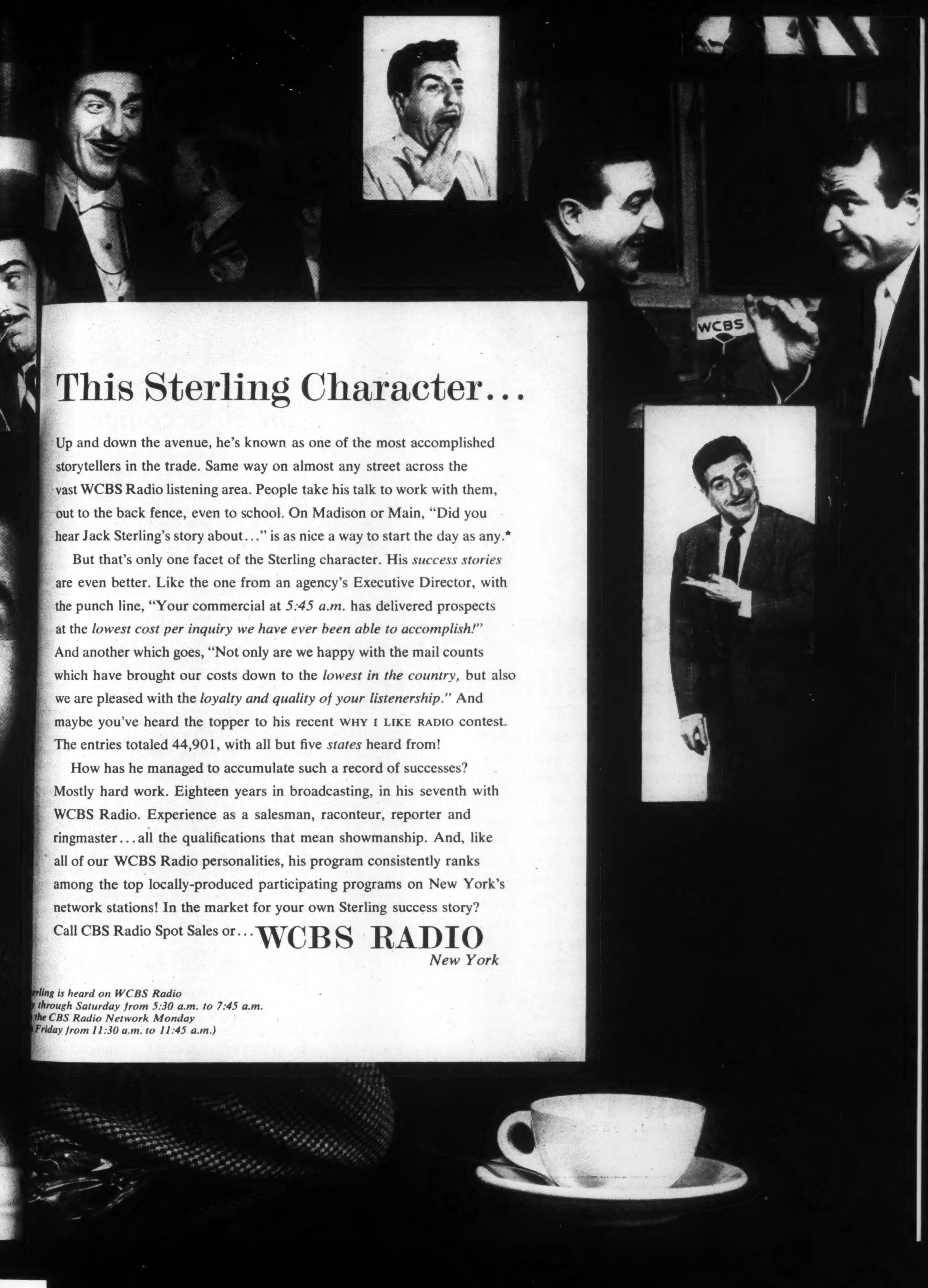


This Sterling Character…

Up and down the avenue, he's known as one of the most accomplished storytellers in the trade. Same way on almost any street across the vast WCBS Radio listening area. People take his talk to work with them, out to the back fence, even to school. On Madison or Main, "Did you hear Jack Sterling's story about…" is as nice a way to start the day as any.*

But that's only one facet of the Sterling character. His *success stories* are even better. Like the one from an agency's Executive Director, with the punch line, "Your commercial at *5:45 a.m.* has delivered prospects at the *lowest cost per inquiry we have ever been able to accomplish!"* And another which goes, "Not only are we happy with the mail counts which have brought our costs down to the *lowest in the country,* but also we are pleased with the *loyalty and quality of your listenership."* And maybe you've heard the topper to his recent WHY I LIKE RADIO contest. The entries totaled 44,901, with all but five *states* heard from!

How has he managed to accumulate such a record of successes? Mostly hard work. Eighteen years in broadcasting, in his seventh with WCBS Radio. Experience as a salesman, raconteur, reporter and ringmaster…all the qualifications that mean showmanship. And, like all of our WCBS Radio personalities, his program consistently ranks among the top locally-produced participating programs on New York's network stations! In the market for your own Sterling success story? Call CBS Radio Spot Sales or… **WCBS RADIO**

New York

erling is heard on WCBS Radio
through Saturday from 5:30 a.m. to 7:45 a.m.
the CBS Radio Network Monday
Friday from 11:30 a.m. to 11:45 a.m.)

local shows that make "beautiful music"

Like "Jamboree", a weekly half hour, citified hill billy hoe-down that turns mountain tunes into cracker sales for Strietmann Biscuit Company. Strietmann's spectacular sales success in Tidewater Virginia is greatly due to our production know-how, skillful live commercials and the kind of experienced, expert touch you'll find in all of WTAR-TV's local shows . . . "Romper Room", "Variety Show", "Fun House", "Esso Reporter", and many more. See your Petry man and let WTAR-TV make "beautiful music" for you.

Buy Only **WTAR-TV** *to Sell America's Miracle Market*

channel 3
NORFOLK

Represented By Edward Petry & Co., Inc.

PAUL GUMBINNER

on all accounts

PAUL GUMBINNER, radio-tv director of Lawrence C. Gumbinner Adv., New York, this year celebrates his 25th anniversary at the helm of the agency's broadcasting activities. His rise in the industry dates back to a meeting a quarter of a century ago with the late George Washington Hill, head of American Tobacco Co.

In 1929, when Mr. Hill was moving to the forefront as a radio advertiser, Paul Gumbinner went to him with an idea for the first less-than-a-minute singing commercial that Mr. Hill had ever heard. The commercial, a 15-second jingle for Herbert Tareyton, received Mr. Hill's enthusiastic endorsement, and Mr. Gumbinner was literally on his way.

In order to place the commercials on a national spot basis, Paul Gumbinner toured the country to secure the most effective time breaks and the likeliest list of stations. Shortly thereafter Mr. Hill rearranged his radio budget to buy national spots for American Tobacco's Roi-Tan and Cremo cigars. Paul Gumbinner still is producing both radio and television spots for that company's cigar division.

Mr. Gumbinner was born on Feb. 4, 1905, in New York. He attended Commerce High School and shortly after graduation joined his brother's firm, Lawrence C. Gumbinner Adv., where he has served since.

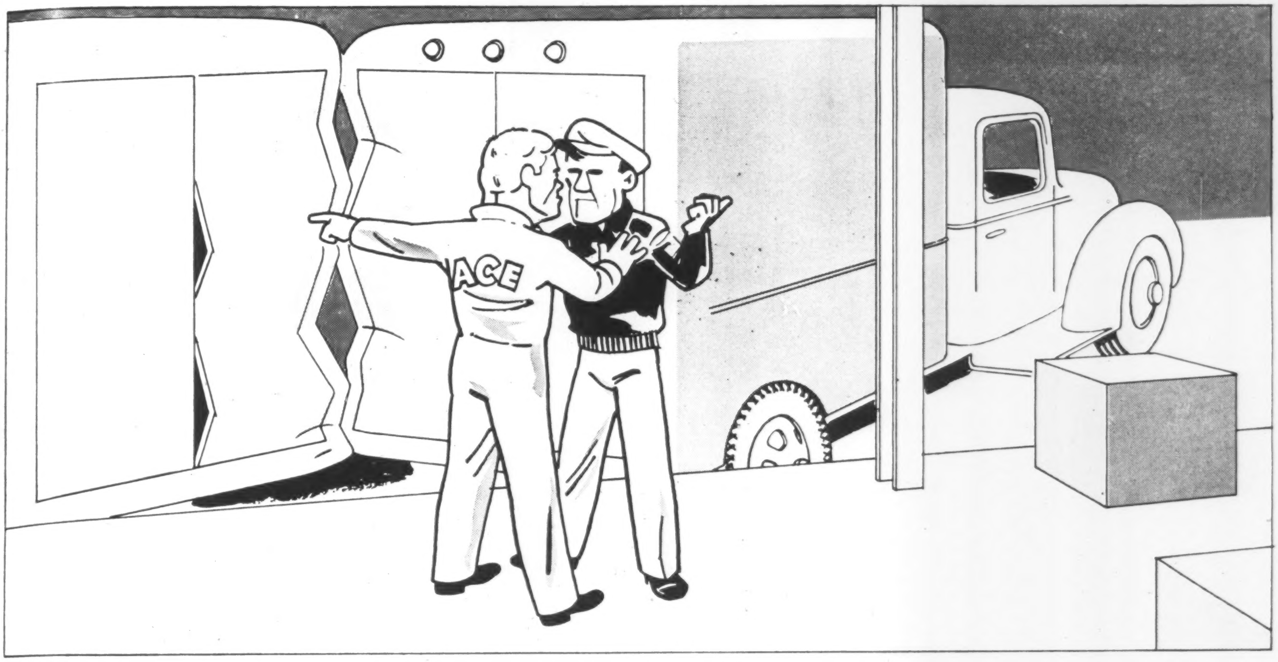
Recently the agency celebrated the fifth year in television for its sponsor Savarin coffee and its *Savarin Saturday Night News* on WRCA-TV New York, reportedly making this the oldest continuously sponsored local news tv program in the country.

In discussing television, Mr. Gumbinner recalls that some of the earliest commercials he made, those for a hair tonic client, were fashioned in the apartments of friends with Riverside Drive providing most of the outdoor location shots. As for radio, Paul Gumbinner says that "If, as the experts say, radio is dead, it is one of the liveliest corpses I've ever seen."

Currently the agency is placing radio and tv time for American Tobacco Co., Chapstick Co., Q-Tips Inc., Good Grooming Products and Messing Bakery, among others.

Mr. Gumbinner is married to the former Roslyn Singer. They have four children: Mark, 20, Joan, 17, Kay, 16, and Paul Jr., 12. The family lives in Manhattan.

Mr. Gumbinner's hobbies are golf and photography.



It's No Draw...in Omaha

YOUR selling message will get delivered to more people on KMTV—*Omaha's favorite television station in 8 out of the 9 time classifications!*

Audience surveys* reveal KMTV has 11 of the 15 most popular weekly shows. . . . 7 of the top 10 multi-weekly shows. . . . and the Omaha area's favorite multi-weekly and locally-produced show.

This KMTV popularity leadership currently is being put to good use by 103 national spot advertisers. And, according to the third quarter Rorbaugh Report, *this gives KMTV a 32 per cent lead in national clients over* Omaha's second station!

In addition to popularity, these spot advertisers also recognize the selling value of KMTV's pioneering, imaginative programming. For example, KMTV introduced last month the "Circle 3 Ranch" show to keep children quietly entertained from 7:30 to 9 on Saturday and Sunday mornings.

Grateful parents wrote KMTV to express their thanks, and the children themselves sent KMTV over 600 letters after the show's emcee asked them to name a singing dop puppet on the show.

To get your sales message on the Omaha TV station that has the popularity, the programming, and the production know-how that mean more sales results, contact your Petry man or KMTV today.

**ARB-Hooper-Pulse (Sept. 7-13)*

SMART ADVERTISERS ALL AGREE: IN OMAHA, THE PLACE TO BE IS CHANNEL 3

TELEVISION CENTER
KMTV
CHANNEL 3
MAY BROADCASTING CO.

CBS-TV
ABC-TV
DUMONT
OMAHA
Represented by
Edward Petry & Co., Inc.
NEW YORK CHICAGO LOS ANGELES DETROIT ST. LOUIS SAN FRANCISCO

BROOKE LORING

Brooke Loring

OPENS THE DOOR TO MORE SALES ON . . .

"Brooke Loring at Home"

"If it's women you're looking for . . . women who are ready, willing and able to buy your product . . . come on in and join *Brooke Loring at Home*, Oklahoma's most popular women's show!"

BROOKE LORING, KOMA women's editor, is extremely popular with Oklahoma women because she understands and enjoys all phases of homemaking and women's activities. **HER TRAINING** at Julliard School of Music, American Academy of Dramatic Art, USC and UCLA all combine to qualify her as an effective radio personality and "salesman." **HER HOMEMAKING EXPERIENCE** includes cooking, sewing, embroidery, crocheting, designing and decorating—things in which Oklahoma women are vitally interested. **HER SHOW,** *Brooke Loring at Home*, is heard Mondays thru Fridays at 10:45 A.M. over KOMA, Oklahoma City's 50,000 watt CBS-Radio outlet.

BROOKE LORING

LET BROOKE LORING OPEN THE DOOR TO MORE SALES FOR YOUR PRODUCT

OKLAHOMA CITY

koma

50,000 WATTS • CBS-RADIO

AFFILIATED MANAGEMENT KWTV • REPRESENTED BY AVERY-KNODEL, INC.

EDGAR T. BELL, General Manager • GENE RIESEN, Sales Manager

MILESTONES

► EVERETT MITCHELL, commentator on the *National Farm and Home Hour*, recently celebrated his 31st anniversary as an NBC announcer.

► AL EICHOLZER, chief engineer, WSYR Syracuse, N. Y., was the guest at a dinner given by the station as a tribute to him on his 25th year with the outlet.

► HOWARD SUGG, WPTF Raleigh, N. C., transmitter engineer, has been presented a silver bowl in recognition of his 25 years' service to the station.

► KFXM San Bernardino, Calif., recently commemorated 25 years of broadcasting.

► WKBZ Muskegon, Mich., has observed its 28th year on the air.

► WCAU-AM-TV Philadelphia's *Children's Hour*, recently celebrated its 27th year of radio broadcasting.

► EVERETT KEMP (Uncle Ezra), personality, KCMO Kansas City, Mo., recently celebrated simultaneously his 80th birthday and his 25th year in radio.

► CHEF MILANI, celebrating his 25th year in broadcasting, has marked his 1,500th cooking and entertainment telecast with KCOP (TV) Hollywood.

► PETER POTTER, Hollywood radio-tv disc m.c.-personality, has celebrated his 20th year in radio.

►INTERMOUNTAIN NETWORK has celebrated its 15th anniversary.

► WARL Arlington, Va., recently marked the beginning of its ninth year of broadcasting.

► MBS' *Family Theatre* recently marked its 400th broadcast. Theme of the program is "The Family That Prays Together Stays Together."

► WMAR-TV Baltimore has begun its eighth year of telecasting.

► WAAM (TV) Baltimore has begun its seventh year of television broadcasting.

► KOSE Osceola, Ark., recently celebrated its fifth birthday.

► JAMES A. BYRON JR. is marking his 10th anniversary as news editor of WBAP Fort Worth, Tex. He also is news editor of WBAP-TV.

► WPTZ (TV) Philadelphia's *Television Kitchen* is celebrating its fifth year of sponsorship by the Philadelphia Electric Co.

► WHAS-TV Louisville, Ky., recently began its fourth year of broadcasting *Inside Our Schools*, a day-to-day look at the local school system.

►BURNS W. LEE ASSOC., Hollywood and San Francisco public relations firm, marked its fifth anniversary this month.

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ZIV-TV

proudly presents

THE WORLD'S MOST

FABULOUS ENTERTAINER

NOW READY TO MAKE SALES FOR YOU!

WHOOPEE!

ZIV's GLORIOUS
NEW TELEVISION
EXTRAVAGANZA...

"THE ED

THE BIGGEST AND MOST ELABORA SERI

CAN

with
EDDIE CANTOR
Your Star! Your Host!
Your Producer!

COMEDY TE

MOVIE THEATRE

DIE

STARS!
LAUGHS!
SONGS!

BRILLIANT
MUSICAL
REVUES!
GREAT
COMEDY
STORIES!

ORA SERIES EVER PRODUCED FOR LOCAL SPONSORSHIP

TOR

SOMETHING
DIFFERENT
AND
EXCITING
EVERY WEEK!

so BIG! so LAVISH!
so ELABORATE!

With guest stars including Brian Aherne, Don deFore, Pat Crowley and many more.

TEATRE"

ZIV-TV

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD

New Westinghouse Plant—Raleigh, North Carolina

Industry Looks To North Carolina For Expansion And New Plant Sites

Do your sales and advertising plans reflect the tremendous industrial growth now taking place in North Carolina? For example, 31 important new plants were established here within the past three months. And that's only one reason why North Carolina rates more firsts in recognized market surveys than any other Southern state.

Selling this big, growing market is no mystery. More North Carolinians listen to WPTF than to any other station.

1 WPTF

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

NORTH CAROLINA'S NUMBER ONE SALESMAN
IN THE SOUTH'S NUMBER ONE STATE

50,000 watts
680 KC

FREE & PETERS
National Representative

R. H. MASON, General Manager • *GUS YOUNGSTEADT, Sales Manager*

BROADCASTING TELECASTING

November 15, 1954

Vol. 47, No. 20

FCC SQUARES OFF TO FACE SUBSCRIPTION TV DILEMMA

Economic basis of visual medium will be at stake as Commission prepares to start serious study of subscription methods of paying for programs. Agencies, advertisers, networks, stations, motion picture industry, sports promoters—whole entertainment and educational field has deep interest in final decision, one of the most important in the history of commercial broadcasting.

THE QUESTION of subscription tv—which foreshadows a possible revolution in the art of American broadcasting—is due to be formally explored by the FCC sometime next week or the week after, B•T learned last week.

At that time, the FCC will issue a notice inviting comments on the whole range of considerations involved in the principle of pay-as-you-look tv, it is understood.

Due to be involved are not only broadcasters and networks, but advertising agencies, advertisers, motion picture exhibitors and producers, baseball and football leagues and teams, boxing and wrestling promoters, legitimate theatre, musical comedy and opera impresarios, and a host of others who feel deeply one way or the other on the question of pay-tv.

The legal and policy ramifications of box office tv is believed certain to open a Pandora's box. Basic questions of constitutionality, Congress' definition of broadcasting, the determination as to whether subscription tv should be a broadcast activity or a common carrier activity (with its associated implication of rate regulation) are bound to put into the pale the mere determination whether the techniques of subscription tv is feasible.

Second only in importance to the legal and policy problems will be that of determining which of several methods of collection should be imposed.

Over all will hover the spectre of a radical change in the 34-year-old (as of Nov. 2) American system of free broadcasting whereby the only cost to the listener or viewer has been the price of a receiving set.

The FCC has had on file since 1952 a petition by Zenith Radio Corp. to authorize commercial use of subscription tv. In fact, Zenith has been in the forefront of subscription tv promotors. Zenith President Comdr. E. F. McDonald Jr. as early as 1947 was urging the establishment of a toll system of tv.

More recently, Skiatron Tv Inc. petitioned the FCC to authorize a system of pay-tv with the proviso that a provision be included in the new authorization restricting the use of subscription tv to uhf stations for a period of three years [B•T, Sept. 20].

Backing for the Zenith petition came from a score of uhf stations in 1953. The gist of these petitions was that the Commission take action on the Zenith request quickly as subscription tv seemed to point the way for uhf station survival.

During the past week, two stations filed approval of the Skiatron petition. These were ch. 4 KBST-TV Big Spring, Tex., and ch. 33 WACH-TV Newport News (Norfolk), Va. KBST-TV urged that the Skiatron proposal regarding three-year exclusivity in the use of pay-tv be widened to include not only uhf stations but also vhf stations in small markets. Earlier, ch. 54 WTVI (TV) Belleville, Ill. (St. Louis) seconded the Skiatron request.

On the other side of the fence, motion picture exhibitors just last month set up a Committee on Toll Tv, which is headed by Alfred Starr, Theatre Owners of America, and Truman Rembusch, past president of Allied States Assn., as co-chairmen [B•T, Oct. 25], and which has as its objective all-out opposition to the establishment of pay-tv.

From time to time there have been scattered objections by broadcasters to the principle of subscription tv. Most outspoken, publicly, has been Brig. Gen. David Sarnoff, RCA board chairman, and H. W. Slavick, manager of the Scripps-Howard WMCT (TV) Memphis.

A move to amend the Communications Act's definition of broadcasting, led by Rep. Carl Hinshaw (R-Calif.), was the subject of exploration by the House Commerce Committee last spring [B•T, May 17, 3]. Rep. Hinshaw's bill (HR 6431) would make subscription tv a common carrier service.

But, subscription tv proponents also have their adherent in Congress. Sen. Andrew F. Schoeppel (R-Kan.) has twice spoken in behalf of the pay-as-you-see system as a means of providing additional revenue for hard-pressed uhf and vhf stations [B•T, Oct. 18, Sept. 6].

Besides Zenith and Skiatron, a third entry in the subscription tv sweepstakes is International Telemeter Corp., which is 57% owned by Paramount Pictures Corp. Since a year ago it has been conducting a pay-tv test in conjunction with its Palm Springs, Calif., community television system [B•T, May 3].

Primarily, subscription tv works on a simple technical basis. A picture is broadcast which is received on ordinary tv receivers in garbled form. Through a variety of collection schemes, the subscriber who desires to see the program pays for having the picture unscrambled. The method of inducing the distortion in the picture and the means of payment are what separate the three systems.

Distortion can be accomplished in two ways —by deleting one element of the video signal, or by adding an element to the regular picture signal. The converse at the receiving end clears up the picture.

Methods of collecting range from the original suggestion by Zenith that the decoding signal be transmitted via telephone lines with the charge added to the subscriber's telephone bill, to a punch card system recommended by Skiatron, to an actual coin-box attachment urged by ITC.

Genesis of subscription tv goes back to pre-World War II days when Muzak Corp., pur-

HOW THREE WOULD HAVE YOU PAY

BASIC differences among the three leading proponents of subscription tv are in their methods of collecting the fee for clearing up the distorted picture.

Zenith: The leader in the field, Zenith Radio Corp. originally planned to decode the garbled video signal at the home receiver via regular telephone connections, with the charge for the program added to the subscriber's regular telephone bill. However, when the Chicago radio-tv manufacturer submitted its formal petition to the FCC in 1952, it stated that there were a number of other ways by which the decoding and billing could be accomplished. It did not specify the alternative methods.

Skiatron: This company, which holds the rights to Subscriber-Vision, has suggested a punch-card method of decoding and payment. In this system, the viewer would purchase a coded-card (similar to an IBM card) which would be fitted into the decoding machine to unscramble the picture. Subscriber-Vision was originally developed by Skiatron Electronics & Television Corp. Skiatron Tv Inc. is headed by Matthew Fox, who also holds major interests in the motion picture and television film fields (Motion Pictures for Tv Inc.).

Telemeter: International Telemeter Inc. has been experimenting with subscription tv at Palm Springs, Calif. It has keyed its principal on the use of an actual cash box attached to the tv receiver to decode and collect the fee. Similar to the coin-operated gas meters of the early 20th century, Telemeter would have subscribers insert nickels, dimes, quarters and half dollars in the coin-box in order to clarify the picture.

veyor of mood and background music for public places (restaurants, hotels, factories, etc.) via wire lines, petitioned the FCC to permit it to transmit its service over the air. Muzak suggested the intrusion of a "pig squeal" in its broadcast signal which could be removed only by its subscribers.

The basic premise of subscription tv is that advertising cannot support high quality tv programming. This was the theme which Zenith's President McDonald used in 1947 when he launched the idea of pay-as-you-see tv, through the use of what Zenith then called Phonevision.

In 1951, Zenith conducted a 90-day experiment with 300 Chicago families, using the Phonevision system. Although a final, authoritative report was never issued, Zenith did announce that the average family saw 1.73 movies per week, at a price of $1 admission for each. This compared, Zenith said, with the average family's movie-going average of 0.47 movies per week.

In 1952, Zenith filed its petition with the FCC. It has lain dormant there since then.

However, with the advent of uhf television, following the lifting of the tv freeze, the prospect of home box office began to intrigue more and more uhf broadcasters who were finding themselves in precarious financial straits. During 1953, a score of uhf station operators (and some vhf broadcasters) filed petitions with the FCC urging it to act quickly on the Zenith petition. Although a brief flurry of pay-as-you-see tv excitement was generated, the FCC made no public moves on the subject. It was then, however, that the Commission staff was instructed to begin studying the situation seriously.

Early this year, both Zenith and Skiatron tested the technicalities of their respective systems over WOR-TV New York. These were after-hours tests not involving the public.

Telemeter, which ran its Palm Springs subscription tv system in conjunction with a local theatre, closed down during the summer months when most of that desert community's citizens are not in residence. It has failed to resume subscriber-casting this fall, but this has been due solely to lack of product, according to Paul McNamara, ITC executive.

Since the Telemeter pay-tv activity used wire lines to deliver the signals to subscribers, the FCC was not involved.

Throughout the years, Zenith, Skiatron and ITC have engaged in extensive promotion. Motion picture producers have been proselytized, sports promoters courted and other show people invited to get on the bonanza band wagon.

In each case, the theoretical possibility of huge returns from a single telecast—via toll tv, naturally—has lighted the gleam of enthusiasm in the eyes of these entrepreneurs.

For example, a single crucial World Series game might attract an audience of 12 million tv set owners (out of today's more than 30 million). The figure most used by subscription tv adherents as a base charge is $1 per show. This would mean a "take" of $12 million. Also most used by subscription tv leaders is a 50-50 split of this box office. That would mean $6 million for the baseball industry for a single game—a gigantic income that no advertiser could possibly hope to meet for sponsorship on free, home broadcasting.

The same, enormous income, relatively, has been estimated for a single paycast of a feature motion picture, a top Broadway musical comedy or drama, a Metropolitan Opera Co. performance, a heavyweight boxing match, a Saturday afternoon's college football game.

This potential threat to motion picture exhibitors was what galvanized the two principal organizations of theatre owners into the formation of a "militia" committee. Formed in Chicago last month, the joint Theatre Owners of America-Allied States Assn. committee has announced that it stands ready to battle in defense of "free tv." The committee has been roundly denounced by Comdr. McDonald and Skiatron Electronic's President Arthur Levey.

In all the promotion issued by subscription tv proponents, a common theme is that pay-tv would be supplementary to regular free home tv and not envisaged to supplant present-day telecasting.

ANA'S TV POSERS ANSWERED AT CONVENTION IN NEW YORK

Spokesmen from four tv networks unfurrow advertiser brows in frank discussions of costs, programming, client relations and the outlook for the medium. Convention also hears of radio's new growth, explained by a changed pattern of selling.

RADIO-TV stole the media spotlight at last week's Assn. of National Advertisers' 45th annual meeting, held at the Hotel Plaza in New York with a record attendance which at its peak exceeded 700.

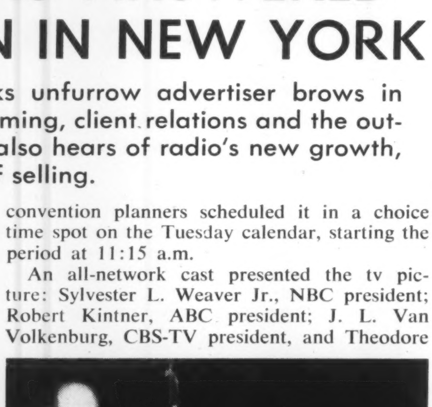
Purse-string holders of top broadcast accounts, and invited agency executives, pulled up chairs to hear what radio and television have been doing to keep up with changing advertiser budget demands in an expanding economy.

Both the blue-chip and the small-budget advertiser were rewarded with assurances that:

- Radio hasn't been sitting on its haunches. It's now a "brand new medium," strengthening schedules, streamlining for flexibility and obtaining a better competitive position to tv, magazines and newspapers.
- Tv "brains" have been at work, continually developing new ways to facelift the medium to fit advertiser needs. Tv programming, like top cigarette brands for the smoker, will come "in all sizes" for the advertiser.
- Tv has broken away from its fledgling program days and now is building and working toward a level where the advertiser will obtain for his money a result that approaches a "guaranteed circulation" plus bonuses.
- Both media are looking toward increased set circulation, greater audiences and a subsequent further decline of costs-per-thousand for the advertiser.
- Radio rests its "case" on delivery of large audiences at the lowest cost in advertising.

With the success of the tv panel method of discussion at past ANA meetings in mind, convention planners scheduled it in a choice time spot on the Tuesday calendar, starting the period at 11:15 a.m.

An all-network cast presented the tv picture: Sylvester L. Weaver Jr., NBC president; Robert Kintner, ABC president; J. L. Van Volkenburg, CBS-TV president, and Theodore G. Bergmann, managing director, DuMont Television Network.



"... . MOST people listen most to the stations that carry the most sponsored time," John Karol (r), CBS Radio vice president, testifies during mock trial at the ANA convention last week. "Witness" Karol is "interrogated" by Stanley H. Pulver, broadcast media manager, Lever Bros.

An earlier session featured John Karol, CBS Radio's sales vice president, who "testified" for radio at a mock trial in "The Advertisers' Court of Media Relations." Newspapers, outdoor advertising and magazines were the other media "interrogated."

Advertisers on the tv panel were E. W. Ebel, General Foods Corp., chairman of ANA's radio & television steering committee, moderator; Walter Craig, Pharmaceuticals Inc., and Rodney Erickson, Young & Rubicam (for agency viewpoints).

Queries were aimed at wiping away some of the mist on the tv picture caused by the rapid development and changes in network programming patterns — such as emergence of the "magazine concept," the "spectacular" or "extravaganza" type of one-shot show, spiraling costs of production and talent, etc.

In brief, these were the advertiser's tv worries: "excessive" costs in producton, a perennial ANA complaint; "bumping" of advertisers from regular time periods, making way for other sponsored programs; sponsored public service time pre-empting advertiser-built program periods; fear of network "control" without assumption of the advertiser's risk; "magazine concept"—what does it mean and will it black out the extra value factor of consumer gratitude to the sponsor; the CBS-NBC duel for dominance, on grounds that if allowed to get out of hand it may outrun the advertiser's objective; growing belief that advertisers' commercials are being diluted by increased sandwiching of commercials between "shortened" half-hours; reports that the shorter 30-minute periods may become even shorter, and a feeling that with more tv stations going on the air perhaps this is the time for tv networks to begin thinking of full-network discounts.

The sheer weight and length of the various questions kept network officials under pressure with the more than an hour's time available proving to be too short for full explanation.

Network leaders presented a solid front, all finding agreement that:

1. The advertiser actually is the one who, taking the cue from the public, will most affect the future of programming. The spectacular type of show would not now be in full bloom were it not for these advertiser demands and public acceptance.

2. The spectacular type of program is for the advertiser with the type of long-range budget which can handle such a show. For the short-range budget, there is the "magazine" or "participation" show. For the advertiser who wants program association, his needs are being met. Thus, the trend in tv is toward greater flexibility.

Under "cross-examination" by Stanley Pulver, broadcast media manager of Lever Bros., Mr. Karol emphasized that radio's new growth could be tagged to its changed patterns of selling.

Nighttime rate reductions in radio despite radio's boasts of increased circulation—an apparent conflict which advertisers wanted explained—can be attributed to television, he said. "Television has cut into the nighttime radio audience, and so radio has realistically reduced its nighttime costs. On the other hand, television has encouraged the sale (and even the use) of *new* radio sets that have gone into new locations all over the house."

Radio networks, he said, have altered selling patterns to permit national advertisers to buy smaller units of time, thereby successfully competing not only with the segmented tv program but also with the small space ads of the magazines and newspapers.

Thus, Mr. Karol said, "the radio industry is adjusting to television in many sound, positive ways—with new appeals for its audience, new ways to measure that audience and new ways to package it for advertisers."

Qualitative Measurements

New measurements will include out-of-home listening, and a stress on data on the composition of the at-home radio audience, he said.

Radio, Mr. Karol said, "can only be judged by what it delivers today. On this basis it compares most favorably with other media." To give the advertiser audience a conception of radio's wide circulation, Mr. Karol showed a few pertinent parts of CBS Radio's sales film which pictorially emphasized the size of radio's in-home and out-of-home audiences.

"A detailed analysis of radio listening made this spring shows over 46 million U. S. families spending an average of 20 hours a week—in their homes alone—listening to their radio sets. These figures give us the total of 927 million family hours of radio listening per week, and out-of-home listening is additional," Mr. Karol said.

There actually are more families listening to radio now than there were in 1948, Mr. Karol said, adding that while this is partly due to increased population and growth, it also has occurred in the face of television's attainment of two-thirds of its total foreseeable penetration.

"This all means that radio, with its tremendous existing amount of listening, has little more to lose to television. In a few years total listening will resume its long term growth—not only because of our population increase, but also because we are in the midst of a great expansion in personalized listening both in and out of homes," he said.

Asked about overcrowding of commercials into programs, Mr. Karol said the average commercial time must be considered as well as the number of commercials. Such figures, he said, do not bear out the charge. He said commercials broadcast under the NARTB Code serve the best interests of the advertiser.

ERICKSON
CRAIG
EBEL
BERGMANN
KINTNER

GENERAL MOTORS' sparkplug at the Assn. of National Advertisers' convention last week, William G. Power, advertising manager of GM's Chevrolet Motor Div., calls the tv panel to order (l to r): Rodney Erickson, Young & Rubicam; Walter Craig, Pharmaceuticals Inc.; E. W. Ebel, General Foods Corp.; Joseph M. Allen, ANA's radio-tv director; Mr. Power; Theodore G. Bergmann, managing director, DuMont Tv Network; Robert E. Kintner, ABC president; John L. Van Volkenburg, CBS-TV president; Sylvester L. Weaver, NBC president.

In response to another question, Mr. Karol noted that while there may be some truth to a charge that some stations turn up volume during the delivery of commercials, that it could be traced to special arrangements between production people connected with the station, sponsor or agency. The practice is not encouraged nor condoned.

Cure for any special "dealing" between stations and advertisers, presenting one advertiser with an advantage over another, Mr. Karol said, is for the advertiser to turn down such offers and let the station or network know he does not approve.

In answer to a charge that radio was programming itself into oblivion by scheduling five- and ten-minute network programs lacking in importance, Mr. Karol said CBS Radio was aware only of its own practice of increasing the number of its five-minute news shows but not of ten-minute shows. The five-minute show, he explained, usually is coupled with a 25-minute show. It adds to schedule strength, he said, by capitalizing on the "unique superiority of radio in the dissemination of news."

Mr. Karol also said radio still tries to maintain time separation between competing products, another subject of advertiser concern. He said radio networks and most stations maintained this separation, although magazines, for example, do not avoid placing competing products only a few pages apart.

As to placing competitive companies back-to-back on network shows, Mr. Karol said he could not see any justification for a restriction of this practice provided the companies are not advertising competitive products.

Broken down by topics, this is the way the network spokesman handled advertiser tv worries:

New concept—"magazine": Mr. Weaver said tv is breaking away from the radio format and becoming more flexible. Advertising is the reason the American economy has "catapulted." Tv, thus, is trying to create flexibility so that it can develop a "range of services for all advertisers and for their needs." Mr. Weaver said NBC "will not modify its plans" because some advertisers may fear tv "is not being sold like radio."

Mr. Van Volkenburg agreed that the magazine concept is acceptable and that an effort is being made so that in time advertisers will feel that "tv comes in all sizes and that's the way it should be." He questioned the newness of the concept, however, noting that it is "as old as radio," which developed the practice into what now is called "participations." Mr. Kintner took issue with the "magazine concept" terminology to describe what he said was simply "flexibility." All the networks, he said, are moving toward this idea.

Mr. Kintner cautioned networks and advertisers not to lose sight of the advantages of viewers' familiarity of sponsor with program.

A development which should be encouraged in tv is this "familiarity of programs"—of "remembrance," Mr. Kintner said, noting it was an area in which tv can learn from radio.

Guaranteed circulation: Mr. Weaver was the first to answer on this subject. He said that from time to time discussions had been held at NBC, looking toward guaranteed circulation. The NBC president said that some day, "we may work toward this," and that "even with guaranteed circulation" there would be "bonus bonanzas" for the tv advertiser. The offer to the advertiser then would not be "just show time plus cost," he asserted.

Mr. Bergmann offered a prediction that "guaranteed circulation is much closer in television than Mr. Weaver indicates." He noted that responsibility must remain with the network.

Gratitude factor: All speakers agreed the gratitude factor is obsolete in television. Mr. Weaver asserted it is the commercial message which sells the advertiser's product, not the desire of audiences to support his program. As an example of the negligible nature of audience "gratitude" he cited the emergence of spot announcements.

Pre-emption: In answer to advertiser concern of "some alleged public service shows which are sponsored by an advertiser other than the one whose investment has built the listening habit or listening franchise for that time spot," and "shouldn't the advertiser who regularly

COMIC RELIEF

ANA at its media session last Tuesday used stunts to break up an outpouring of media facts during its staging of a mock trial hearing the "Case of the Missing Advertising Dollar." Among those used was a woman chasing a child through the audience, waving an umbrella belligerently and shouting to the "judge"—enacted by J. Ward Maurer, advertising director of Wildroot Co.—that her son deserved a sound thrashing because he wanted to be an advertising manager when he grew up.

For its last stunt, ANA had a man waving and shooting a cap pistol at another fellow, explaining to the judge: "That's my advertising manager — he wants me to sponsor a spectacular."

SIXTEEN TALENTS FOR ONE JOB

AN ADVERTISING manager today "must be an outstanding expert in 16 different jobs," according to Roy W. Johnson, executive vice president, General Electric Co. Mr. Johnson spoke on advertising management at a morning session Monday at the 45th annual convention of the Assn. of National Advertisers in New York.

These are the 16 jobs he lists as calling for the skill of the advertising manager:

1. He must be an *Accountant* . . . he has to plan, present, sell and control his budget.

2. He must be a *Market and Media Research Expert* . . . he has to analyze markets, sales potentials, buying habits, ratings and reconcile media to markets.

3. He must be an *Art Critic* . . . he may buy more art work in a single year than the curator of the local museum buys in 10 years.

4. He must be a *Graphic Arts Specialist* in order to buy thousands of dollars worth of printing of all kinds, annually.

5. He must be a *Psychologist* in order to supervise his own and his agency's tempermental creative geniuses (shall we say?).

6. He must be an *Economist* . . . for he must recognize important trends, cycles and forecasts.

7. He must be a *Showman* . . . he must dramatize his sales presentations and all other facets of the work he does.

8. He must be a *Teacher* . . . he must teach the principles and values of Good Advertising to employes, to his management and to those with whom he works.

9. He must be a *Writer* . . . he must write important speeches, letters, plans and programs.

10. He must be a *Banker* . . . he invests his company's money and must know the best advertising values and investments.

11. He must be a *Lawyer* . . . he must know all the rules and all the angles, from FTC to SAG.

12. He must be a *Scientist* and *Physicist* . . . for his copy ofttimes may be based on scientific discoveries and claims.

13. He must be a *Diplomat* . . . to maintain harmonious working relationships between management, media, agencies and the sales department.

14. He must be a *Super-Salesman* for he must constantly sell the hardest of all things to buy . . . *ideas.*

15. He must be a *Traveling Man* . . . for he's got to get out and put his programs to work.

And finally, number 16, he must be *NUTS* to stay in the kind of work which demands that he try to be all things to all people!

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occupies that time be given the opportunity to sponsor it before you offer it to another advertiser?" Mr. Van Volkenburg said:

There is no doubt but that the building of weekly or multi-weekly shows by advertisers is desirable—"the full selling impact is most important and economic when the program establishes a viewing habit." He noted that CBS-TV in its election coverage contacted each advertiser before pre-emption, offering sponsorship. When sponsors declined, he said, CBS-TV then assumed two hours of "sustaining and costly time." Of the electric light companies' recent four-network buy of the *Light's Diamond Jubilee* show, he pointed out that CBS-TV followed a policy of first obtaining an agreement from advertisers affected.

Talent cost, CBS-NBC feud, spectaculars: Speakers agreed that the public is the final winner, getting better programs, increased set circulation and product sales. Thus far, networks have scheduled special shows to satisfy advertiser desires. First spectaculars—General Foods and Ford anniversary programs were conceived by advertisers themselves. Prices will go up, yes, because a one-time appearance of a star nets him more than appearance in a program series, but the advertiser costs per thousand will go down. Ultimately it is the advertiser who will decide on spectaculars through public reactions.

Mr. Weaver noted that the special timebuy to mark a company's anniversary or some other such special event was used in radio as far back as 1933. NBC-TV, he said, has not been engaging in "displacements" of advertisers to make room for special programs, except "for continuity purposes." Other network spokesmen said they have not been shuffling advertisers against their will.

Mr. Kintner took issue with the lengthy, one-time spectacular-type of show, saying there was nothing to indicate that it would upset his belief that a program scheduled at the same time every week "will get the highest circulation."

Shorter half-hours: Advertisers pointed out that half-hour programs, originally 29 minutes 30 seconds in length are now five seconds shorter and said there are reports of a further reduction to 29 minutes 20 seconds, thus making way for more advertising in the break period. The network panel denied any such move.

Advertisers also asked for control over spot announcements at the local level. In answer, Mr. Kintner reminded them that station breaks and IDs are the "very lifeblood of the station." He said that with both network and local commercials, television still averages only 13% advertising at night compared to 45% advertising content in leading publications.

If the spot were dropped, he emphasized, the advertisers would be the first to complain. He noted that tv is using the NARTB Tv Code and other voluntary regulations as guideposts.

Production costs: Mr. Kintner said network production is not in the same category as the motion picture industry's budget. What increases do exist in production costs serve to create better programs—and networks, he noted, do not profit from production costs. He said a closer relationship between the networks, the advertisers and their agencies is needed to attack this problem.

Mr. Van Volkenburg said that as competition increases, quality shows emerge. Thus, much of the higher production cost can be traced to people within the industry who feel they must meet competition. He cited the doubling of rehearsal hours in order to produce a "better show" than a competing program.

Full-network discounts: Panelists showed a lack of enthusiasm for this suggestion. Mr. Bergmann, chief spokesman on the subject, stressed that tv networks are trying not to pick up the practice, which, he said, was started by radio.

Advertiser bumping and program control: Mr. Weaver said this practice is not new. He reminded the advertisers that no one of them has "renewal privilege" in its network contracts. He said NBC had asked four advertisers to move to new time periods but in all cases there were excellent reasons and each was given long-term notice.

According to Mr. Weaver, in each case the program in question was harming the "circulation pattern in adjacent program periods." Part of the network job, he said, is to keep the audience interested in the program schedule by keeping it varied. Networks, with control of the programming schedule, can "refresh" it, thus attracting all the people to watch television and thus, in turn, helping each advertiser's program, Mr. Weaver asserted.

Color: Because time ran out on the panel before it could get far into the subject, only the trimmings were touched. Mr. Weaver thought that advertisers are not doing enough color. Advertisers, he said, should be buying color "double-trucks" on tv—using a publication term for heavy color use in advertising. He predicted that color television would be the major marketing tool of the future.

First day of the ANA convention, Monday, was devoted to sessions on advertising management, business and elections, and closed meetings on "case histories" and other discussions presenting a review of the general advertising picture.

As Roy W. Johnson, executive vice president of General Electric Co., saw the overall advertising business: An estimated $8 billion will be spent this year but even this figure could be dwarfed if marketing executives seize the opportunity before them.

Tuesday afternoon meetings featured mail order, advertising copy and emphasis on sales meetings. Annual dinner was held Tuesday night with entertainment furnished by ABC. Among the performers were Morey Amsterdam, m.c.; Estelle Sloan; Mr. Ballantine; Dick Shawn; Mindy Carson and Milton Delugg, and the ABC orchestra.

Philosophy of Regulation

The Federal Trade Commission's philosophy in the regulation of ad practices in the field was expounded Wednesday morning by its chairman, Edward F. Howrey, and Charles E. Grandey, director of FTC's bureau of consultation (also see separate story, page 35).

In a CBS-produced film shown to conventioners, Mr. Howrey hailed the "voluntary" or self-control and self-regulation concepts of advertisers and their agencies, asserting these are more "desirable" and "much more effective" than government compulsion.

Nearly 75% of FTC's advertising investigations involve deceptive practices, he said. Since his chairmanship, Mr. Howrey reported, FTC has issued 129 cease and desist orders, 29 in the antimonopoly field and 100 in the deceptive practices field. Of 141 complaints issued within that time, he said, 34 were antimonopoly and 107 deceptive practices.

Members of the ANA program committee, chairmanned by William G. Power, Chevrolet Div. of General Motors, were John Alden, Norwich Pharmacal Co.; Donald Cady, The Nestle Co.; R. H. Coffin, RCA; Walter Craig, Pharmaceuticals Inc.; James J. Delaney, Sinclair Refining Co.; Milton M. Enzer, Yale & Towne Mfg. Co.; Donald S. Frost, Bristol-Myers Co.; Alden James, P. Lorillard Co.; R. S. Lowell, U. S. Plywood Corp.; Harold F. McAneny, The Flintkote Co.; John O'Donoghue, Indian Head Mills Inc.; H. F. Osterheld, Borden Cheese Co.

Mr. Pulver of Lever Bros.; H. T. Rowe, IBM Co.; A. Craig Smith, Gillette Safety Razor Co.; William C. Sproull, Burroughs Corp.; A. H. Thieman, New York Life Insurance Co.; Stuart D. Watson, S. C. Johnson & Co., and Ralph Winslow, Koppers Co.

GERBIC ELECTED ANA BOARD CHAIRMAN

Johnson & Johnson vice president chosen at New York annual meeting. West re-elected ANA president.

EDWARD G. GERBIC, vice president of Johnson & Johnson, was elected chairman of the board of the Assn. of National Advertisers last Monday as the ANA opened its 45th annual meeting in New York (also see page 32).

Edwin W. Ebel, director of corporate marketing for General Foods, was elected vice chairman, and seven others were named or renamed to the ANA board, while Paul B. West was re-elected president.

In the board chairmanship Mr. Gerbic, who was elected vice president in charge of merchandising and advertising of Johnson & Johnson in 1951, succeeds B. R. Donaldson, director of institutional advertising for Ford Motor Co. The election was for a one-year term.

George J. Abrams, vice president and advertising manager, Block Drug Co.; John McLaughlin, advertising and sales promotion manager, Kraft Foods Co.; M. Anthony Mattes, manager, advertising department, Standard Oil Co. of California; William G. Power, advertising manager, Chevrolet Div., General Motors Corp., and Ralph Winslow, vice president, public relations, Koppers Co., were elected to three-year terms on the ANA board. Howard A. Marple, director of advertising and public relations, Monsanto Chemical Co., was elected for a one-year term, and Charles W. Rice Jr., advertising manager, American Viscose Corp., was re-elected for a two-year term.

With J. & J. 20 Years

ANA's new board chairman has been with Johnson & Johnson since 1934. Mr. Gerbic started as a salesman in the company's Chicago office, moved to headquarters (New Brunswick, N. J.) as product director in 1937, became director of merchandising in 1947, and was elected to the management committee in 1949. Mr. Gerbic has been ANA vice chairman and formerly was its treasurer. He also is a member of the board of the Advertising Council and was appointed coordinator of the Council's civil defense campaign in April 1951. He also has been president of the Advertising Club of New Jersey.

Mr. Ebel, new vice chairman of ANA, joined General Foods in 1948 as a sales and advertising manager of the company's Gaines Div. He was promoted to general sales manager of the division in 1949 and transferred to the Post Cereals Div. as director of sales and advertising in 1950. He formerly was with Calkins & Holden, Tracey Locke Dawson, and Pedlar & Ryan. He is a member of the Advertising Council board and the American Institute of Food Distribution.

Mr. West, re-elected president, joined ANA in 1932 as managing director and secretary-treasurer and became president in 1935. He currently is a director of the Advertising Council and Advertising Research Foundation, a past president of Controlled Circulations Audit and former vice president of the Advertising Council.

MR. GERBIC

The 1954-55 ANA board consists of the officers and board members named last week, plus the following:

R. A. Applegate, E. I. du Pont de Nemours & Co.; Storrs J. Case, Sun Oil Co.; Ben Donaldson, Ford; Ralph H. Harrington, General Tire & Rubber Co.; George E. Mosley, Seagram-Distillers Co.; George Oliva, National Biscuit Co.; George B. Park, General Electric Co.; M. F. Peckels, International Harvester Co., and William Brooks Smith, Thomas J. Lipton Inc.

FIVE-MINUTE TV SHOW PAYS OFF FOR PAN-AM

Programs permit time for hard sell, cost little more than 20-second spots, ANA is told.

A SALES pitch and a tv success story from one advertiser to another was made Wednesday afternoon at the Assn. of National Advertisers convention. Pan-Am Southern Corp., New Orleans, a subsidiary of Standard Oil Co. of Indiana, held a private showing of a five-minute, popular science tv program it has been using in six states in the South. Hal R. Yockey, advertising manager of Pan-Am, asked other advertisers if they were interested in adapting the show for their needs outside of Pan-Am's territory. Mr. Yockey said in part:

"Briefly, this . . . show was developed for one primary reason: we needed a minute commercial time, rather than 20 seconds, to sell gasolines and motor oils. Studying rates, we found that five minutes cost just a little more than a short 20-second spot. After smoothing out many production problems, we are now able to give nearly four minutes of good, interesting entertainment and lead right into a full one-minute commercial.

"Today the *Pan-Am Answer Man* is rated among the top 10 multi-weekly shows in the 14 markets it is now showing. We plan to expand its use in January to 22 markets, all tv markets available in our six states.

"Its selling power has been proven by our sales increases (well above industry average) and by traffic builders, promoted solely through the show."

Tobacco Ad Standards Expected Soon—Grandy

DISCLOSURE that advertising standards for the cigarette industry may be adopted soon was made at the Assn. of National Advertisers convention in New York last week (see main convention story page 32).

Charles E. Grandy, director of the Federal Trade Commission's bureau of consultation, revealed in a talk on commission views on deceptive advertising practices, that FTC and the tobacco industry held a conference in Washington on Nov. 5.

Setting up cigarette advertising standards would mark the first direct use of FTC's new and informal procedure to permit quick action, thus assuring industry members that their practices comply with Commission law, he said.

The conference followed FTC issuance early in the fall of suggested standards of practice for cigarette advertising [B•T, Sept. 20].

GE's Colley to Assist ANA Group Ad Study

NAMING of Russell H. Colley of General Electric to work with the Assn. of National Advertisers Advertising Management Committee was announced Monday as the association's annual meeting got underway in New York (see convention story page 32).

The committee was formed to develop ad-

LATEST RATINGS

NIELSEN

Two Weeks Ending Oct. 9:

Number of Tv Homes Reached

Rank	Program	Homes (000)
1.	I Love Lucy (CBS)	14,357
2.	Martha Raye Show (NBC)	14,313
3.	Buick-Berle Show (NBC)	13,986
4.	Toast of the Town (CBS)	12,579
5.	Jackie Gleason Show (CBS)	12,227
6.	Dragnet (NBC)	12,184
7.	You Bet Your Life (NBC)	12,016
8.	Colgate Comedy Hour (NBC)	10,748
9.	Sid Caesar Show (NBC)	9,825
10.	This Is Your Life (NBC)	9,824

Per Cent of Tv Homes Reached
Program Station Basis

Rank	Program	Homes %
1.	I Love Lucy (CBS)	52.9
2.	Martha Raye Show (NBC)	51.3
3.	Buick-Berle Show (NBC)	49.7
4.	Toast of the Town (CBS)	45.2
5.	Jackie Gleason Show (CBS)	45.1
6.	Dragnet (NBC)	43.1
7.	You Bet Your Life (NBC)	42.0
8.	Colgate Comedy Hour (NBC)	37.9
9.	This Is Your Life (NBC)	37.8
10.	Sid Caesar Show (NBC)	37.5

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VIDEODEX

Week Ending Oct. 7:

	Name of Program	No. of Cities	% TV Homes
1.	Dragnet (NBC)	104	40.5
2.	I Love Lucy (CBS)	120	40.3
3.	You Bet Your Life (NBC)	125	39.6
4.	Toast of the Town (CBS)	105	35.0
5.	Milton Berle (NBC)	117	34.6
6.	Jackie Gleason (CBS)	97	32.9
7.	World Series (Sat.-NBC)	164	32.3
8.	Godfrey & Friends (CBS)	126	31.8
9.	Comedy Hour (NBC)	109	30.4
10.	Tv Playhouse (Philco) (NBC)	105	29.6

	Name of Program	No. of Cities	Homes (000's)
1.	Dragnet (NBC)	104	10.517
2.	You Bet Your Life (NBC)	125	10,091
3.	I Love Lucy (CBS)	120	10,002
4.	Milton Berle (NBC)	117	8,812
5.	Toast of the Town (CBS)	105	8,746
6.	World Series (Sat.-NBC)	164	8,575
7.	Jackie Gleason (CBS)	97	8,308
8.	Godfrey & Friends (CBS)	126	8,072
9.	Comedy Hour (NBC)	109	7,855
10.	Tv Playhouse (Philco) (NBC)	105	7,790

vertising organization and management studies in ANA member companies. While spending most of his time during the coming year with the committee, Mr. Colley, formerly consultant of manager development with GE, will continue to serve other clients in the organization-marketing management field.

Paul West, ANA president, announcing the appointment by the ANA board, stressed the aid Mr. Colley's experience will lend to committee work.

P&G TO ALTERNATE ON 3 CBS-TV SHOWS

Already a heavy broadcast user, firm plans to put another $4 million into alternate-week sponsorship of 'Lucy,' 'Topper' and 'Favorite Husband.'

PROCTER & GAMBLE, Cincinnati, will spend $4 million dollars after the first of the year to purchase three half-hour nighttime programs, all on an alternate-week sponsorship basis, on CBS-TV.

P & G will underwrite alternate-week sponsorship of the following shows: *I Love Lucy*, with Philip Morris & Co.; *Topper*, with R. J. Reynolds Tobacco Co., and *My Favorite Husband*, with Simmons Mattress.

In effect P & G started the pattern of sharing high-rated shows with the current sponsors when it recently bought in on *This Is Your Life*, which it sponsors alternate weeks with Hazel Bishop Co. on NBC-TV.

Philip Morris' willingness to release the alternate week of the highly-rated *Lucy* Monday night show reportedly was based on the cigarette company's desire to spread its tv budget in the direction of additional tv properties. Biow Co., New York, is the agency for Philip Morris.

R. J. Reynolds, Winston-Salem, through William Esty & Co., New York, will relinquish half of *Topper*, Fridays, 8:30-9 p.m. EST, to P & G, in order to direct the money into other tv avenues, it was understood.

Simmons Mattress and International Silver, both handled by Young & Rubicam, New York, are currently alternating sponsorship of *My Favorite Husband*, Saturdays, 9:30-10 p.m. EST, but the silver company plans to drop out after the first of the year when P & G takes over alternate sponsorship.

The Procter & Gamble contract represents a heavy investment by the soap company on the CBS-TV network. P & G, aside from its alternate-week share of *This Is Your Life* on NBC-TV, also sponsors *Fireside Theatre* and *Letter to Loretta* on NBC-TV.

Dean, Ex-Owner, KOTA-KOZY Becomes Agency Principal

ROBERT J. DEAN, former station owner and candidate in 1953 for the FCC, becomes a principal in Universal Advertising Agency, Los Angeles, today (Nov. 15).

The agency was formerly headed by William Reid, who died three months ago, and Ellis Craig. Mr. Craig remains a principal owner with Mr. Dean. Others in the ownership will be Blaine Riley, art director, and Charles R. Olsen, account executive.

A veteran broadcaster, Mr. Dean sold out his station interests—in KOTA-KOZY (FM) Rapid City, S. D.—last May. He was a leading candidate for the FCC vacancy created by the retirement of Comr. Paul A. Walker in 1953 and later for the FCC secretaryship.

COWLES PREDICTS ADVERTISING GAINS

Sigma Delta Chi hears its honorary president say the gross national product will increase to $535 billion in 1965, benefiting all media.

AN "EXPANDING economy of abundance" which will raise the gross national product of $363 billion in 1953 to $535 billion in 1965 will benefit all advertising media, John Cowles, president of the *Minneapolis Star* and *Tribune* told the national convention of Sigma Delta Chi in Columbus last Thursday as its keynote speaker. He is honorary president of the journalistic fraternity.

Citing the future of American newspapers, Mr. Cowles also discussed competitive broadcast media, pointing out that he has more than a passing interest in radio and television. The Cowles organization a fortnight ago bought from CBS its 47% interest in WCCO-AM-TV Minneapolis for $3,950,000 and also owns KRNT-AM-FM Des Moines (initial decision favoring grant of ch. 8 pending); WNAX Yankton, S. D., and KVTV (TV) Sioux City.

Some people, said Mr. Cowles, "enjoy predicting the imminent rapid decline of newspapers. First it was radio that was going to put us out of business. Then television was supposed to do it. Now some are saying that color television will do it. I have no doubt that television advertising revenues will continue to grow, and probably color television will accelerate it, but I believe that newspaper advertising revenue will also continue to grow." He added that readership surveys of television-owning homes show that people are not devoting less time to newspapers. He said they are cutting down only on the time spent in reading "relatively mediocre newspaper amusement features."

More Money—Less Work

Looking ahead, Mr. Cowles said that by 1965 the population will be around 190 million or an increase of between 25 and 30 million. The predicted 46% increase in the national economy to $535 billion in 1965, he said, will be achieved with reduction in the work week to a seven-hour-day, five-day-week projected average.

Defending "monopoly newspapers" Mr. Cowles said they are unjustly criticized. Such newspapers, he said, have a deep feeling of their responsibility and obligations because of the very fact of absence of competition. Moreover, he said that some critics of single newspaper ownership make the completely erroneous assumption that newspapers are the sole source of news, information and ideas for the public. Among the dozens of news sources, he said, tv and radio are the foremost competitors.

Discussing results of a recent analysis of daily newspaper circulation gains and losses, he said that the dailies which are having circulation troubles are those that have relied heavily upon entertainment features and sex and crime sensationalism, or papers which too frequently "tend to distort and slant the news and make it buttress their editorial opinions." Television, he said, satisfies enough of the entertainment appetite of the average person so that he is less interested in reading entertainment features in newspapers unless they are of exceptional quality.

GRUEN TO PART WITH WINCHELL

EFFECTIVE the first of the year, Gruen Watch Co. will drop its alternate-week sponsorship of the *Walter Winchell* show on ABC-TV. In other year-end terminations, Sunbeam appliances will cancel *Ethel and Albert* on NBC-TV and Plymouth cars will give up *That's My Boy* on CBS-TV.

Gruen, which recently appointed Grey Adv., New York, as its new agency, is in the midst of negotiating its 1955 plans. The company plans to discontinue sponsorship of Mr. Winchell, Sundays, 9-9:15 p.m. EST, because reportedly that type of program did not sell watches as well as the client would like. Radio spots and/or network may be possible successors for the tv budget, it was understood. Specific plans are expected to be made by Thanksgiving week.

Sunbeam Corp., Chicago, through Perrin-Paus Co., Chicago, is dropping *Ethel and Albert*, Saturdays, 7:30-8 p.m. EST, presumably because of the high cost of the Sunday night NBC-TV spectacular which Sunbeam co-sponsors with Hazel Bishop. Sunbeam plans

(Continued on page 55)

DISCUSSING the closed-circuit telecast, conducted by WAAM (TV) Baltimore which was used to introduce Van Sant, Dugdale & Co. personnel to the staff of its client, Baltimore's American Brewery, are (l to r) Leiter FitzSimons, American Brewery vice president; Wilbur Van Sant, agency president; Dan Loden, agency vice president, and John L. Savane, director of sales and merchandising for the agency. The telecast was conducted in Baltimore's Sheraton-Belvedere Hotel with the WAAM production and engineering departments setting up and supervising the technical facilities.

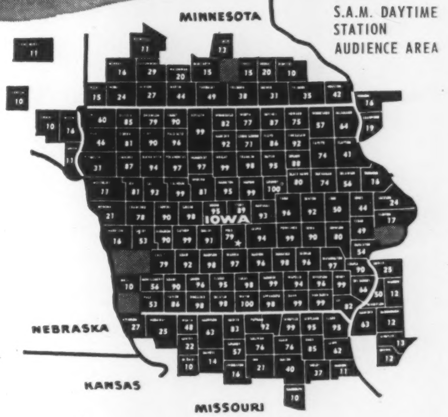
Buy WHO and get Iowa's METROPOLITAN AREAS, PLUS the Remainder of Iowa!

AMINE
B1
FLAKES
SOAP
LADYFAIR

DRUG SALES PERCENTAGES

7.1%	Cedar Rapids
5.1%	Tri-Cities
13.4%	Des Moines
2.0%	Dubuque
5.8%	Sioux City
4.6%	Waterloo
38.0%	TOTAL METRO. AREAS
62.0%	REMAINDER OF STATE
100.0%	

(1954 Consumer Markets figures)



S.A.M. DAYTIME STATION AUDIENCE AREA

Iowa has six Metropolitan Areas which, all combined, do 38.0% of the State's Drug Sales, as shown above.

Quite a number of radio stations can give you high Hoopers etc., in ONE Metropolitan Area. *WHO gives you high coverage in virtually ALL the State's Metropolitan Areas, plus practically all the REMAINDER of Iowa, too!*

At 10 a.m., WHO gives you 63,442 Actual Listening Homes for only $47.50 (13.4 LISTENING HOMES per PENNY!)

According to the authoritative 1953 Iowa Radio-Television Audience Survey, 63,442 homes *all over Iowa* are actually tuned to WHO at 10 a.m., every average weekday. Figuring time costs at our 1-minute, 26-time rate, WHO gives you 13.4 *actual listening homes, per penny!*

That's the result of ALL-STATE programming, ALL-STATE Public Service, ALL-STATE *thinking*, here at WHO. Ask Free & Peters for all details!

FREE & PETERS, INC., National Representatives

BUY ALL of IOWA—
***Plus* "Iowa Plus"—with**

WHO

Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

BIG POWER BOOST COMING!

A Booster
for our
Rooster!

New 316 kilowattage coming up!

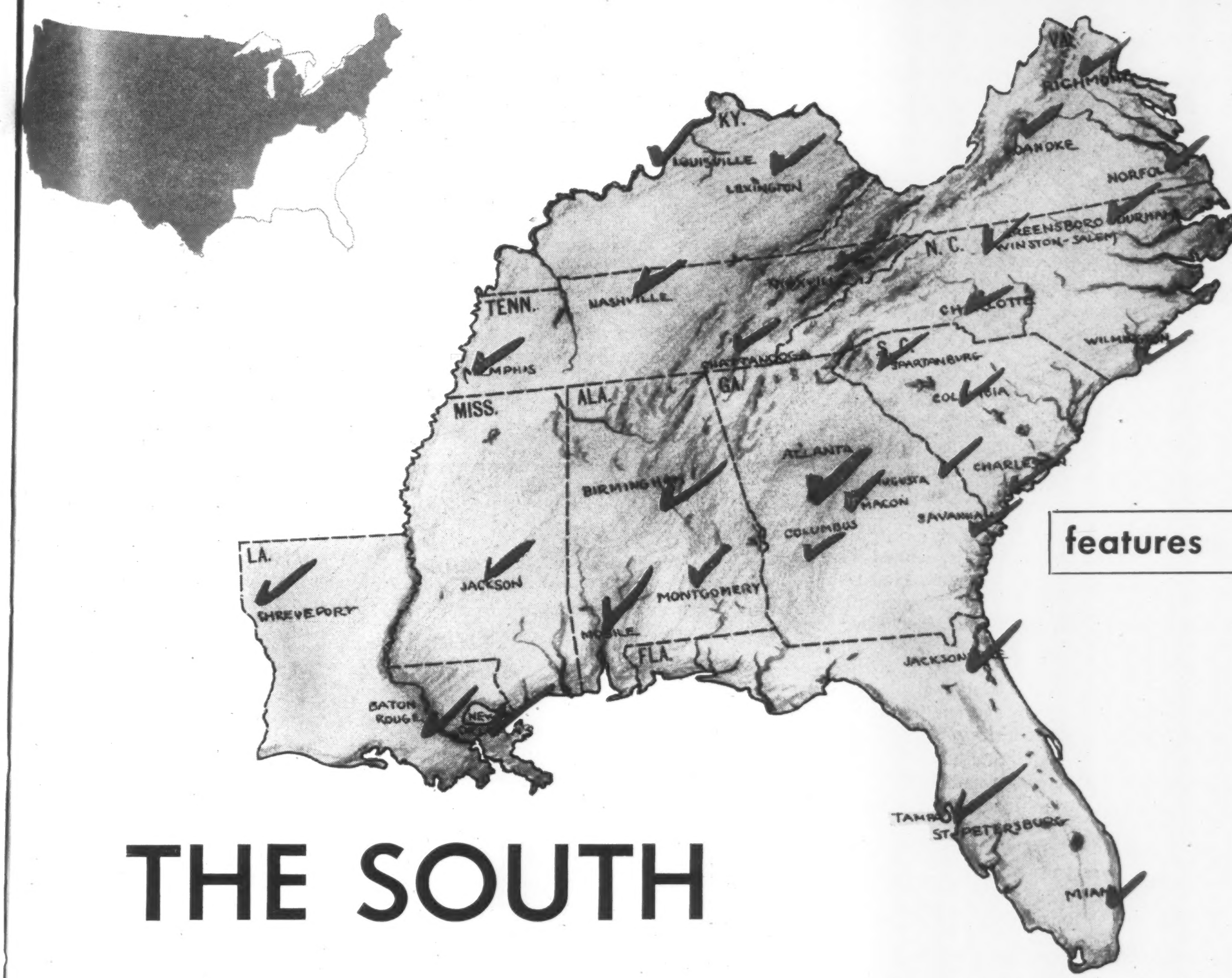
Also coming up soon . . . new big brochure with latest coverage map to show what you get in the big 316 kw Channel 10 package! New England's most powerful line-up of live local shows will really dominate the market with stepped up power!

Don't miss your copy of our power boost brochure!

WJAR-TV
CHANNEL 10
PROVIDENCE, RHODE ISLAND

National Sales Representatives—WEED TELEVISION

NBC—Basic
ABC DuMont—Supplementary


VA.
RICHMOND
ROANOKE
NORFOLK
KY.
LOUISVILLE
LEXINGTON
N.C.
GREENSBORO
DURHAM
WINSTON-SALEM
KNOXVILLE
NASHVILLE
TENN.
CHARLOTTE
WILMINGTON
MEMPHIS
CHATTANOOGA
S.C.
SPARTANBURG
COLUMBIA
MISS.
ALA.
GA.
ATLANTA
AUGUSTA
MACON
CHARLESTON
BIRMINGHAM
COLUMBUS
SAVANNAH
LA.
JACKSON
MONTGOMERY
SHREVEPORT
MOBILE
FLA.
JACKSONVILLE
BATON ROUGE
NEW ORLEANS
TAMPA
ST. PETERSBURG
MIAMI

features

THE SOUTH

FROM THE FIELDS OF COTTON AN INDUSTRIAL EMPIRE GROWS

By J. Frank Beatty

A FEW BLOCKS off Peachtree St., hub of Atlanta's business and financial district, a service station attendant wiped gasoline dribbles off a dusty fender and offered the traditional Georgia invitation:

"Hurry back!"

"Why?"

Picking up the blunt cue, he replied:

"Listen, my Yankee friend, the future belongs to the South. Hurry back!"

A prosperous present and a promising future belong to the South. Any Miami-bound motorist will quickly get a true idea of what has been happening south of the Potomac and east of the Mississippi if he will leave the tavern and motel-lined Routes 1, 17 and 301 long enough to take a look at the real South.

For more than two decades the New South has been developing. Still surviving, curiously, are the historic magnolia and molasses concepts—the fictional plantation owners with mint juleps dripping down their goatees, looking over vast cotton fields and muttering bitterly over stacks of Confederate currency.

Today's southern currency is authentic, abundant and increasing, as a balanced economy supplants the cotton and tobacco basis of the Old South. New industry and new agriculture are coming to the New South, injecting new financial blood into old cities and nurturing fast-growing communities.

The New South is Atlanta, New Orleans, Memphis. It is Jackson and Jacksonville, Greensboro and Greenville, Mobile, Charlotte, Spartanburg, Nashville, Birmingham, Roanoke, Norfolk, Richmond, Raleigh, Columbia—in all, several dozen thriving cities forming focal points of an economy that blends the traditions of past decades with the pulsating vigor of the present (see map above).

Economic miracles are happening in the South—faster than economists can record them. In the last two years alone, a substantial share of the industrial development in the nation has taken place in the South. Four-fifths of the nation's textile capacity is located in the South, and the ratio is increasing as the woolen industry joins other members of the textile family in migrating to this land of fabulous natural resources.

Per capita income is climbing faster than the national average. Distribution of income, equally important, is leveling out. Aside from Florida, there has been no unusual increase in population; the South's increase is below the national average.

Putting it in quick terms, the annual per

FIRST OF A SERIES

WITH THIS introductory article on the South, B•T begins a continuing report on major growth regions of the U. S. In succeeding articles, to appear at approximately monthly intervals, individual market areas of the South will be studied—with particular attention to their importance in radio and television advertising. After the series on the South, B•T will explore other regions.

capita income in 10 Southern states has risen from a little over $300 a year in 1939 to around $1,160 in 1953. This is an increase of roughly 275%.

For the United States as a whole, per capita income rose from $539 in 1939 to $1,709 in 1953, an increase of 217% for the 14-year period.

There it is: 275% for the South; 217% for the U. S.

Or look at telephones, barometer of social and economic activity. In the South: up 266% since 1939. In the U. S.: up 162%.

Since World War II, telephone installations have increased 133% in the South, 91% in the U. S.

Eighty-four commercial tv stations are operating and the number of aural broadcast outlets has increased from 206 to 757.

Definitions of the South range from six South Atlantic states to a broad belt extending westward to New Mexico and northward to Kansas, Missouri, Ohio River and Mason-Dixon Line. For the purposes of this brief resume, the South is defined as including the 10 states of Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee and Virginia. Not included are Arkansas, one of three Mid-South group, and the neighboring Texas and Oklahoma, all enjoying spectacular growth and another modern miracle in economic history.

Getting to know the South involves a look into its resources, weather, people, agriculture, industry, finance, cities and general economy. There's misunderstanding around the nation, and around the world, about all of these basic elements.

Take the weather, for example, and it's really not at all hard to take, especially when some of the torrid comments about southern weather are matched against the actual atmospherics of the area.

The South is mild in winter, except for some of the mountainous terrain. Its summers are admittedly hot, but in general the hot days are no hotter and no more frequent than those in much of the East and Midwest. Actually, they are not so hot as the Midwest and Southwest a lot of the time and the average southerner might feel he was being fried endlessly and without mercy if exposed to a Plains' summer.

In general, the weather extremes in the South are well within the standards of the Ohio and Northern Mississipppi Valleys, Midwest and Atlantic Coast areas. Heat prostration, a northern problem, is practically unknown in the South.

Actually, the South's climate is one of its most important resources. Since there is little sub-freezing temperature, the area has a long growing season that often will support two or three crops in the southernmost states. Rainfall is ample; consequently crops usually get their moisture without artificial aid.

The rainfall feeds numerous rivers that give the South a third of the nation's hydroelectric generating capacity, with a larger potential harnessed than in any other area, thanks to TVA. Good inland navigation is available via these well-fed streams.

Climate and water blessings are attracting industry because of lower fuel bills and fewer winter interruptions. Thus, operating expenses of industry run well under the national average.

Rainfall leads to erosion, a problem the South is finally solving by means of modern techniques. Much of the soil is below the quality of the Midwest's black loam, but cheap power and availability of minerals help offset the differential in quality of soil. The area is rich in mineral resources, including petroleum, iron ore, coal, bauxite and other products. Opening of the tidelands oil area promises to stir up a boom in the Gulf area.

With nearly half of the nation's coastline, rugged mountain areas and year-round vacation climate, the South provides recreational resources that are becoming an important part of the economy. The spread of paid vacations in business and industry brings swarms of heavy-spending visitors to the resorts. Florida, especially, attracts tourists and recreation is a major factor in the state's amazing growth.

HOW RADIO AND TV HAVE GROWN IN THE SOUTH

HERE are state-by-state totals showing postwar increases in the number of operating commercial am and tv stations.

	RADIO STATIONS			TELEVISION STATIONS	
	Dec. 31, 1945	Nov. 1, 1954	% Increase 1954 over 1945	Dec. 31, 1945	Nov. 1, 1954
Ala.	19	93	389.5	0	5
Fla.	27	95	251.9	0	14
Ga.	31	91	193.5	0	12
Ky.	12	54	350.0	0	3
La.	14	58	314.3	0	8
Miss.	16	55	243.8	0	4
N. C.	31	115	271.0	0	11
S. C.	15	55	266.7	0	9
Tenn.	20	75	275.0	0	9
Va.	21	66	214.3	0	9
Total	206	757	267.5	0	84
U. S. Total	916	2,550	178.4	6	398

Four of the nation's finest harbors—Norfolk, Charleston, Mobile and New Orleans—attract ship traffic from all over the world.

Half of the South is wooded, providing extensive saw-timber resources and supporting the naval stores industry. The story of the South's new paper industry is one of the nation's important economic miracles.

The South's human resources have undergone rapid changes in the last two decades, a development that deserves wider understanding. Three decades ago the South had a heavy Negro population marked by low-income families who managed to attain only the bare necessities. As the nation emerged from depression during the '30s, economic and social concepts underwent a change.

The textile industry was one of the first to migrate into the South, locating principally in the Carolinas and Georgia. Wor War II created heavy demands for textil and now the synthetics, after tempora transition problems, will carry the indust to new heights. The woolen mills are la of the northeastern plants to move sout ward. Apparel manufacture has develop in the South with textile production.

One of the South's outstanding econ mists, Wailes Thomas of Southern Bell Tel phone & Telegraph Co., lists these five na ural advantages that have attracted industry ample electric power; raw materials; stab and loyal labor force (not a poorly paid on as many believe); favorable conditions f economical and efficient production; symp thetic political climate, with state and loc officials offering natural inducement to ne industries.

Here the human element enters agai as modern new factories, built on amp sites near the edge of medium-size and sma cities, provide pleasant places to work an comfortable employe housing, includin room for gardens.

"Contrast these comforts," Mr. Thoma suggested, "with the dingy factories in som northern cities, the daily traffic problems o employes and the crowded housing."

Economic well-being prevails through th South. "The chief reasons," according t Mr. Thomas, "are the phenomenal increas in per capita income and distribution of income. Except for Florida, there has bee no outstanding population increase, wit six states having smaller percentage in creases than the nation's average since 1950

"The rise in income has enabled severa million families, who formerly had income sufficient only to buy the bare necessitie of life, to improve their living standard and come into the market for good housing automobiles, telephone service and electric appliances of all kinds which make living more comfortable and enjoyable.

"In noting the small population increase in some of the southern states, it is easy t be misled into thinking that because th states as a whole had little growth, the same pattern of growth applied to cities and town in the states. Actually the relatively poo population growth in these states was th result of losses in rural population, ver substantial in a state like Mississippi, whil cities in these states were having populatio increases considerably greater than the average for other cities in the nation."

An important consideration in the changing economy of the South, economists agree is the continued heavy movement o Negroes to the North and West. In 1920 Negroes comprised 52% of the total population of the South. By 1950, the ratio had dropped to 41%. During the 1940-50 decade, white population growth in seven southern states was 2,300,000 persons, while the Negro population increased only 185,000. This was the net result of a natura increase in births over deaths of 974,00 Negroes offset by a net out-migration of 789,000 Negroes.

Thus the South's population is changing with a larger share of its people moving into higher income brackets.

Had the 1954 drought swept the South

(Continued on page 46)

Wh

Plenty
on Sea
3:30-4
Tak
issue.
chased
demar
ice cre
remov
For

LIFE
Merry Christmas

What does happen when LIFE hits Seattle?

Plenty . . . if Bill and Cheri Corcoran are pitching the magazine on Seattle's most popular afternoon strip (KING'S KAMERA, 3:30-4:30 p.m., Monday thru Friday).

Take the time Bobo The Gorilla helped review the new issue. The adorable little adolescent stopped the show. He chased Bea Donovan, KING'S QUEEN, around the studio demanding kisses. Cheri calmed him down finally by offering ice cream. But, in the midst of the LIFE critique, Bobo removed his overalls and threw them at the lights.

Fortunately, not a thing was broken . . . except the latest daytime Pulses for Seattle. Our viewers ate it up. So did the LIFE magazine boys.

We can't guarantee gorillas for every client, but we can deliver the largest TV audience in this market. Choose your weapons—Pulse, ARB, Hooper, or what you will. KING-TV is tops . . . morning, noon, and night.

Channel 5 • ABC
100,000 Watts
Ask your BLAIR TV Man

FIRST IN SEATTLE

KING-TV

Otto Brandt, Vice President and General Manager

A B•T PICTURE STORY

ELEGANCE IN LANSING

WJIM'S NEW HOME IS DECORATOR'S DREAM

MODERN architecture and the warmth of a past century are blended in the new million-dollar plant of WJIM-AM-TV Lansing, Mich., formally dedicated Oct. 31. Five years in the planning, the WJIM Country House fulfills the dream of Harold Gross, president.

An early French provincial table desk dating back to 1763 set the styling for this unusual broadcast plant. Mr. and Mrs. Gross combed Europe for antiques that would carry out the intimate feeling of a living room in a business structure. The French table desk is located in the center of a curved glass-walled gallery that connects the executive and studio wings.

Decoration of the unique structure was in charge of Marshall Field, Chicago. Draperies have specially designed musical, call-letter and symbolic motifs. All were specially woven, as were the carpets. Mr. Gross' office is paneled with wood from an old English house. The reception lobby and the office of Vice President Howard K. Finch are paneled in wormy chestnut. Mr. Finch's office has draperies with a large violin pattern.

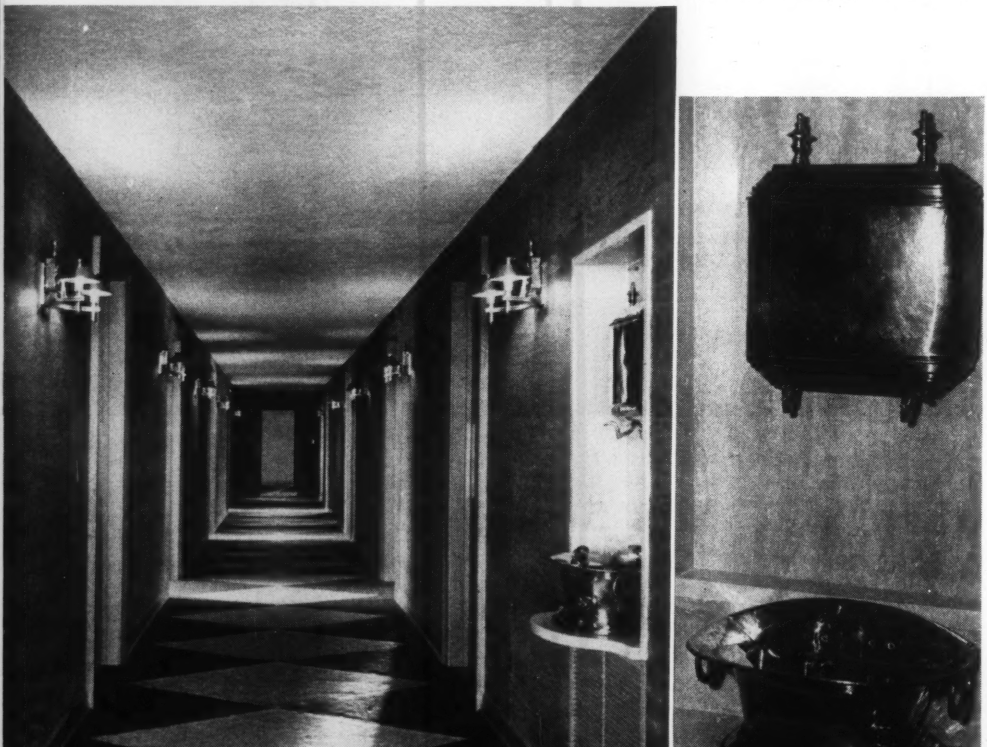
All around the building are antique paintings and prints. Office doors are identified in black script.

When landscaping is complete, Mr. Finch's office will look upon a peach orchard, which will shield the station swimming pool from the public.

In the office wing corridor is a drinking fountain made from an early French labadol. The tank at the top originally held water for this unique device, which has been adapted to modern plumbing. The labadol is recessed in Travertine marble.

FROM BEHIND a French stack desk with wood carvings, Wanda Kearns, receptionist, greets visitors in the glass-front "living room" of the Country House.

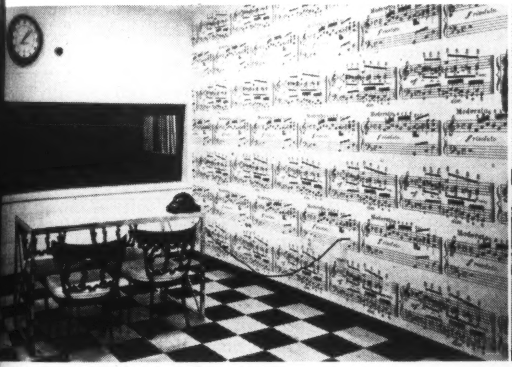
THE LONG office corridor, leading to the executive suite, has a green and white, harlequin patterned rug. Walls are decorated with green Japanese grass cloth. Antique brass fixtures provide lighting. Smaller photo shows the copper labadol, one of many antiques. Executive offices off the hall are done in shades of desert sage and brown.



FCC Chairman George C. McConnaughey admires an antique break front with WJIM President Harold Gross (r).

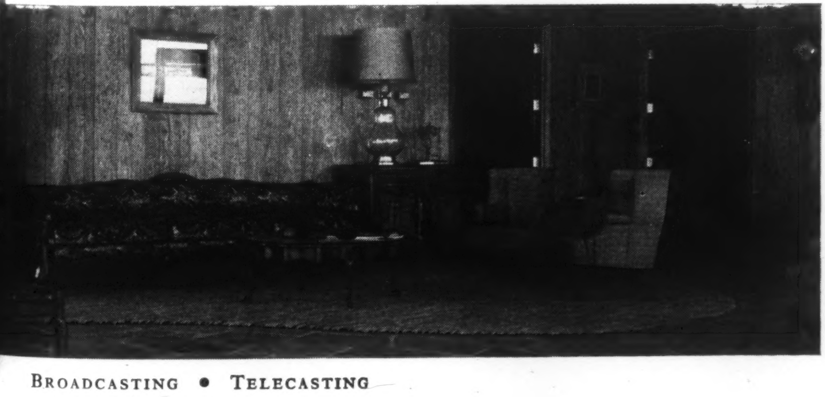
THIS VALUABLE old table-top desk, early French provincial, set the styling for the Country House decoration.

SIMPLICITY marks the curved glass-walled gallery connecting the two main sections of the building. At the far end is a clients' room, carpeted in pumpkin with a six-sided table and white leather chairs. At right center of gallery is the cherry table-top desk, key item in the furnishings. The circular fountain and courtyard landscaping are visible from the reception room.



A BACH FUGUE motif marks this music studio for radio use. Members of the staff have dubbed this studio "The Liberace Room."

CLUB ROOM for the staff is furnished with captains chairs, hurricane lights on a large copper hoop and a copper-hooded fireplace. Not shown are Parisian copper street lamp that glowed in Napoleon's era and large, modern kitchen.



ENTERING the glass-fronted building, the visitor faces this long sofa, flanked by two antique fruitwood pieces and a huge blown-glass bottle lamp. In the reception room are conversation nooks, one of which has two triangular-shaped tables. The colorful slate floor blends into the warmth of the reception room. A modern touch appears in the form of a tv screen.

New West Coast TV Outlet

KPIX, pioneer television station of San Francisco, became the newest Westinghouse Broadcasting Company property.

WBZ-TV became first television station in New England to broadcast color TV.

A TV FIRST

WPTZ scored another TV first. Telerama news showed a "line-up" at Criminal Investigation Division in Philadelphia City Hall.

BILLBOARD WINNER

WBZ-WBZA won the coveted first place in *Billboard's* Audience Promotion Awards.

SAN FRANCISCO'S MAYOR ELMER E. ROBINSON proclaimed KPIX-WESTINGHOUSE WEEK to commemorate KPIX joining WBC family.

WESTINGHOUSE BROADCASTING COMPANY, INC. became new corporate name of the Westinghouse Radio Stations.

Advertisers who know KDKA best—Pittsburgh area companies—are spending 52 per cent more dollars on KDKA today than one year ago.

WOWO records greatest local net sales in history during August, 1954.

PULSE reported KEX 19-county survey area—Average Tune-In 26.3. This was six points higher than next highest Pacific Coast area.

No. 1 IN PHILADELPHIA

Mac McGuire, tops among Philadelphia "morning men," signed long-term contract, moved to KYW.

BENNINGTON SCOOP

WBZ-WBZA scored a clean beat, by hours, on-the-spot reporting of the Bennington disaster and fed the network.

First Color Commercial

Three hours after the FCC granted permission for commercial color television, WPTZ became the first television station in America to put a commercial on the air in color.

HOLLYWOOD PLAYHOUSE on WPTZ rated as the lowest-cost-per-thousand feature film in all the major cities in America in *TV Magazine's* "Cost-per-thousand study."

NEW PRESIDENT

CHRIS J. WITTING took over as president of Westinghouse Broadcasting Company, Inc.

New National Program Manager

Richard Pack became WBC National Program Manager, following a solid string of successes at WNBT, WNBC and WNEW, New York.

TV GUIDE AWARD

Special *TV Guide* Tornado Award given to WBZ-TV for extraordinary service and coverage of the Worcester tornado.

TOP TALENT SIGNS UP

REGE CORDIC, highest-paid talent in the area, brought top-rated *Cordic & Co.* morning program to KDKA.

KEX FIRST

KEX rated first in Pulse 19-county Portland area, including 4-county metropolitan Portland.

Artwork from WBC's national advertisements in KPIX and WOWO's "Little Red Barn" was selected to be hung in the exhibit of the Art Director's Club of Chicago.

DAVID E. PARTRIDGE came to Westinghouse Broadcasting Company as advertising and sales promotion manager. He had been with Crosley for 12 years.

WBZ-WBZA appointed William J. Williamson sales manager. He is veteran of nearly 20 years in the TV-radio-advertising field.

ROLAND V. TOOKE, WPTZ general manager was elected to Board of Directors of the Chamber of Commerce of Greater Philadelphia.

WBZ-WBZA signed up veteran disk jockey-newscaster-announcer-emcee Dick Tucker for hilarious new show, *Fun On The Phone.*

NEW SALES HIGH

October, 1954, was the biggest month in the history of WBZ-WBZA local sales.

NEW *SWAN BOAT* SHOW became an outstanding hit as morning TV hour on WBZ TV.

B. CALVIN JONES, veteran TV producer-director, is named executive director at WPTZ.

MORE FAMILIES IN Allegheny County listen to KDKA than any other station—according to an independent survey.

JOHN J. KELLY became assistant advertising and sales promotion manager of Westinghouse Broadcasting Company. He was formerly sales promotion manager of WPTZ, Philadelphia.

EDWARD O. SMITH, JR. was appointed to the WBZ-WBZA sales staff.

The Nelson Bragg Show comes to WBZ-WBZA, Boston.

ED SCHAUGHENCY, long-famous KDKA "getter-upper" launches a new afternoon slot with a five-day-a-week musical show.

CARL VANDAGRIFT named new station manager of WOWO, Fort Wayne.

TV CHANGES A TOWN'S NAME. Mauch Chunk, Pa., was changed to Jim Thorpe, Pa., as a result of suggestions on WPTZ's Esso Reporter program.

E. J. MURIATY became new advertising and sales promotion manager of WBZ-TV, Boston.

KDKA average quarter-hour audience rose 11%; share of minutes listened to KDKA rose 27% according to A. C. Nielson.

KEX, Oregon's only 50,000 watt station, increases broadcast schedule to 24 hours daily.

duPont Award

WBZ-WBZA and WBZ-TV won th coveted Alfred I. duPont award f outstanding performance in th public interest.

EDWARD WALLIS was appointe manager of sales promotion an publicity for Westinghouse Statio WPTZ, Philadelphia.

Leo Egan's *Over The Plate* and A *About Sports*—both on WBZ-WBZ —were voted BEST SPORTS PRO GRAMS OF THE YEAR by Cam bridge School of Broadcasting.

THINGS

LOWEST COST SHOW

WPTZ's "Let Scott Do It" rates lowest cost-per-thousand kitchen show in America in all major markets (*TV Magazine's* "Continuing Cost-Per-Thousand Study").

Two Billboard awards were won by WOWO, Fort Wayne.

H. D. "Tommy" Longsworth was named new sales manager at WOWO, Fort Wayne.

Pulse Shows KDKA Tops

Pulse showed that KDKA has the 10 top-rated daytime shows, the 10 top-rated evening shows and the 10 top-rated Saturday-Sunday daytime shows in the 15-county Pennsylvania, Ohio, West Virginia area.

First Network Broadcast

Westinghouse Broadcasting Company broadcasts its first "network" show from the International Exposition and its second from the duPont award ceremonies.

WBZ-WBZA wins Automobile Legal Association Award for (1) being the most highway safety conscious station in the state, (2) having the most safety-minded announcer, Ken Mayer.

KYW and WPTZ, both Philadelphia, combine technical operations under the direction of Ray J. Bowley, chief engineer for WPTZ.

PAUL KNIGHT, 10-year veteran of New England radio, joined WBZ-WBZA on new *All Night With Paul Knight* show.

New *Weatherbee Yachting And Fishing Forecast* on WBZ-WBZA offered snowfall map of New England si times on each of its time slots (9:00 A.M. and 6:30 P.M.)—got 22,200 requests.

WBZ-TV receives 1953 Zenith Television Award for outstanding service rendered on *Domestic Diary* program Ohio State Award is won by WPTZ for *Operation Blackboard.*

WPTZ's new Esso newsman, Taylor Grant (11:00 P.M. News) becomes highest paid newscaster in Philadelphia TV.

Ketchum, MacLeod & Grove, Inc became new advertising and public relations agency for Westinghouse Broadcasting Company, Inc., and a large national campaign was launched in general magazines and trade papers.

WPTZ fed NBC's *Today* program first live coverage ever made inside a maximum security institution. Remote was transmitted from Holmsburg Prison.

WOWO went on 50,000 watt powe full time.

MISS HILDA WOEHRMEYER was appointed advertising and sale promotion manager of WOWO, For Wayne.

ANOTHER TOP PULSE

19-county Portland area Puls survey showed that KEX rates firs in 16 out of 20 morning quarte hours, far surpassing all othe stations.

WPTZ produced new, 20-minute 35mm color film, "*Miracle on the Delaware*." First all-inclusive documentary film ever made of city's tremendous post-war expansion and business boom.

KYW LOCAL SALES during the first six months of 1954 beat the same period in 1953 by 37.1%.

PAUL E. MILLS, a veteran in the Westinghouse Broadcasting Company organization, was named station manager of WBZ-WBZA, Boston.

WBZ-WBZA inaugurated a daily detailed forecast for yachtsmen and fishermen by Weatherbee, the 'BZ Weatherman.

George Mathiessen was promoted from production manager to assistant to the general manager at KPIX, San Francisco.

WBZ-TV returned to air with auxiliary tower only nine hours after main tower (highest structure in New England) was toppled by hurricane. Station was back on air from new tower with full power in 27 days, 22 hours.

FULLY ACCREDITED RADIO COURSE offered by WOWO in affiliation with Indiana University.

WBZ-WBZA set up new Sales Service Department with Lud Richards, formerly advertising and promotion manager, as head. New department coordinates sales efforts between national offices and New England district managers, brokers, distributors.

PURDUE UNIVERSITY adopted 4-H Health Project pioneered by WOWO . . . reprinted for classroom use WOWO's *Positive Approach to Health* manual.

WOWO presented its FM transmitter to Taylor University.

BILL DEMPSEY was moved up to production manager at KPIX, San Francisco. He was formerly educational director.

ALL PORTLAND DISC JOCKEYS honored Barney Keep's 10-year record on KEX with special broadcast.

The first American-made phase contrast film ever shown on television was put on the air by KPIX and the University of California.

ARE HAPPENING AT WBC

Just since the first of the year all these things and many more have happened at Westinghouse Broadcasting Company

ROBERT E. RUDOLPH was named sales manager of Westinghouse station KEX, Portland.

JOE DOUGHERTY, one of the best-known personalities in the Philadelphia food field, joined the WPTZ sales staff.

FREEDOMS FOUNDATION AT VALLEY FORGE cited Westinghouse radio stations KEX and KYW for "outstanding achievement."

NEW SALES RECORD

WPTZ hit new sales highs in 1954. Every month topped previous year's month.

WBC Stations Win in BAB Contest

Three WBC stations won Broadcast Advertising Bureau's "Radio Gets Results" awards: KDKA, Pittsburgh, KEX, Portland, Ore., KYW, Philadelphia.

New modern studios for WPTZ were opened in Philadelphia.

KEX's local sales were highest summer record in history.

As KEN MAYER broadcast hurricane reports from WBZ-WBZA news communication center, 650-foot TV tower crashed through roof overhead. One alert listener caught airing on home recorder . . . tremendous crash, then the one voice of Mayer saying, "Our TV tower has just crashed into our building . . . " Mayer continued broadcasts from under a table, with plaster, debris and steel falling all around.

CIVIC AND BUSINESS LEADERS of San Francisco Bay Area attended a banquet welcoming KPIX to Westinghouse Broadcasting Company family.

KEX, Portland, gave musical salute to KPIX, San Francisco with Governors F. Heintzleman of Alaska, Paul Patterson of Oregon, Arthur Langlie of Washington; Premier W. A. C. Bennett of British Columbia; Mayor Fred L. Peterson of Portland all sent congratulatory messages.

OVER 18,000 PLAYER PIANO ROLLS rolled into WBZ-WBZA from listeners in disc jockey contest. Competition started when Carl DeSuze brought one in to play as a gag.

John Crosby's nationally distributed *Radio & Television* column on Oct. 29 called WBZ-WBZA Piano Roll Contest "the most sprightly news to come out of Boston since Bob and Ray left there."

RADIO'S EARLIEST MORNING TELEPHONE QUIZ SHOW started on Bill Givens' KYW morning show—*515 Club.*

WOWO ran a special train to Chicago's International Livestock Exposition and another to Indiana State Fair. People came from as far as 100 miles to board trains.

KPIX EXECUTIVES Philip G. Lasky, Richard C. D. Bell, William Dempsey, Ray Hubbard and George Mathiessen, took active parts in Stanf[illegible]ersity's Summer Radi[illegible]stitute.

K[illegible]e tv to[illegible] du[illegible] TV[illegible] Fa[illegible] favo[illegible]n burn as [illegible]orite [illegible]

KDKA wins National Sa[illegible] cil Public Interest Award [illegible] ceptional service in promoting safety on the farm.

IMPORTANT STATISTICS on Radio Listening in Automobiles for Portland and surrounding area were revealed in survey by KEX.

WOWO's farm program, "*The Little Red Barn*" made so vivid an impact on listeners that a blind man built a scale model of barn, wagon and equipment described on air.

Little Red Barn ad in *Look* magazine brought offer from Dale Nichols, internationally famous "Red Barn Artist" to render special painting of barn.

RILEY'S GUN STORE, Avilla, Indiana (600 pop.) has reported sales and inquiries from Havana, Alaska, [illegible]d most eastern states [illegible]rmal trading area, [illegible]ouncements n W[illegible]

[illegible]ewspaper-[illegible]newscaster [illegible] NBC and w[illegible]s director of [illegible].

[illegible]n Signor joined KYW as advertising and promotion manager.

Savings and loan sponsor reported spending $7,500 on KDKA which resulted in $1,250,000 of deposits in new accounts, plus much business from old customers.

Bennett Cerf liked KDKA's spoofing in *Hiatus, Inc.* survey, that showed "Business is lousy in summer, so why advertise?" Cerf wrote column for *Saturday Review of Literature* about "those clever fellows at KDKA."

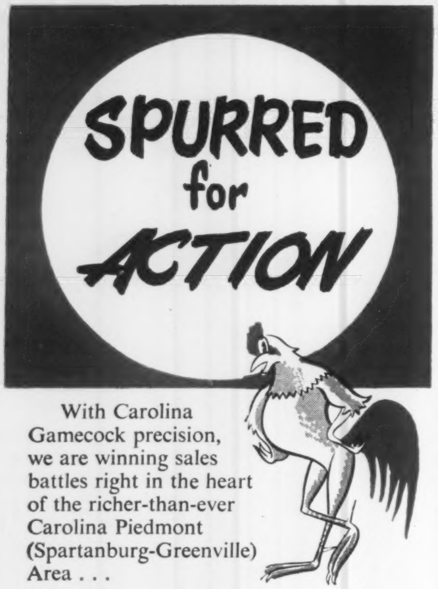
WBZ-WBZA local business for first nine months of 1954 was up 25.4% over 1953.

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ-WBZA • WBZ-TV, *Boston;* **KYW • WPTZ**, *Philadelphia;* **KDKA**, *Pittsburgh;* **WOWO**, *Fort Wayne;* **KEX**, *Portland;* **KPIX**, *San Francisco*

KPIX represented by THE KATZ AGENCY, INC.

WBC National Representatives, FREE & PETERS, INC.



With Carolina
Gamecock precision,
we are winning sales
battles right in the heart
of the richer-than-ever
Carolina Piedmont
(Spartanburg-Greenville)
Area . . .

BECAUSE WSPA'S COVERAGE IS TOPS!
In November, 1953 . . . The Pulse, Inc., completed a comprehensive, Monday-thru-Friday survey of 280 quarter-hour segments in 7 out of the 27 counties blanketed by WSPA—and WSPA was *way out front* in all 280 segments!

IN FACT:
From 6:00 AM to 12:00 Noon
WSPA enjoys more than THREE TIMES the audience of the next highest of the seven stations reported in the seven counties surveyed!

From 12:00 Noon to 6:00 PM
WSPA enjoys more than FOUR TIMES the audience of the next highest station!

From 6:00 PM to 8:00 PM
WSPA enjoys nearly FOUR TIMES the audience of the next highest station!

MEANING:
In the heart of WSPA's 27 county coverage area . . . WSPA is nearly more than a FOUR TO ONE popularity winner!

27-County Total
Retail Sales $858,353,000.00
Population 1,194,900
**Sales Management Survey of Buying Power 1954*

• •

Represented by
GEORGE P. HOLLINGBERY CO.

**First CBS Radio Station For
The Spartanburg-Greenville Market**

Walter J. Brown, *President*
Roger A. Shaffer, *Manager*
Ross Holmes, *Sales Manager*

WSPA

5,000 WATTS 950 KC
South Carolina's Oldest Station
SPARTANBURG, S. C.

BELL TELEPHONES IN TEN SOUTHERN STATES*

	1-1-39	1-1-54	% Increase 1954 over 1939	1-1-45	% Increase 1954 over 1945
Ala.	112,395	454,385	304.3	181,230	150.7
Fla.	136,555	621,645	355.2	220,551	182.0
Ga.	178,143	631,260	258.4	279,146	126.1
Ky.	122,641	372,048	203.4	177,271	109.9
La.	169,280	609,412	260.0	265,780	129.3
Miss.	70,907	259,646	266.2	111,458	133.0
N. C.	103,552	399,288	285.6	153,379	160.3
S. C.	57,446	245,742	327.8	93,703	162.3
Tenn.	193,222	663,944	243.6	301,553	120.2
Va.	213,119	706,088	231.3	349,060	102.3
10 Southern States	1,357,260	4,963,458	265.7	2,133,131	132.7
U. S.	16,286,957	42,672,010	162.0	22,309,219	91.3

* Sources: Virginia data from Chesapeake & Potomac Telephone Co.; all other states from Southern Bell Telephone & Telegraph Co.

(Continued from page 40)

two decades ago, the effect would have been crippling. The dry spell cost cotton farmers alone at least $400 million, according to Mr. Thomas. Other crops, too, suffered heavily. Even so, the South is taking this heavy blow in stride because it has emerged from the one-crop cotton system, which had destructive effects on both land itself and profits.

Cotton's share of southern farm receipts fell from 46% in 1929 to 21% in 1946. In 1929 agricultural income was 65% above manufacturing income. The agricultural domination had about disappeared by 1948, amounting to only 10%.

A more productive agriculture has been achieved, Mr. Thomas points out. Livestock can be found grazing in lush pastures all over the South. Forage plants, peanuts and sweet potatoes are now important crops and impoverished land is being built up by modern techniques. Thus a better balance between agriculture and industry has been achieved. Mechanical cotton pickers and flame cultivators are revolutionizing cotton farming and all agriculture is being similarly mechanized.

While the South's industrial labor force increased 50% from 1939 to 1947, this average was a little under the rest of the nation. Significant, however, is the fact that the increase in wages paid was 274% and the value added by manufacture was 244%, both much greater than the national average. Since 1947 the increase in the South's industrial labor force has been accelerated.

The motorist moving along Southern highways will pass numerous trucks loaded with pine logs—plain, old yellow pine logs cut from trees that once were deemed a symbol of futility. These logs are the raw material for the fast-growing paper industry—mainly kraft paper for packaging. Even newsprint and other papers are coming out of the mills, and the brown bag and box are fast supplanting the burlap bag and wooden box in the movement of America's manufactured products.

Chemical plants are springing up through the South, turning out fertilizer, fissionable materials, explosives, synthetic rubber, synthetic textiles, vegetable oils and dozens of other products. Where oil-drilling has failed, chemical plants have moved in to take advantage of the salt and other minerals. Often whole communities have been built around these plants. Steel is an important industry, centered around Birmingham.

New industries are arriving in parade fashion as the South's advantages are realized. Two atomic energy plants in the billion dollar category—Paducah, Ky., and Aiken, S. C.—are joining the Oak Ridge, Tenn., project.

Here is a list showing some of the major plants built in the last few years in the ni states served by Southern Bell:

ALABAMA—Anniston, GE tube plant, $6 million; ordnance depot expansion, $13 million. Decatur, Chemstrand nylon, $30 million. Huntsville, guided missile arensal expanded. Mobile, Mathieson Chemical, $11 million (salt domes found when oil drilling failed); Courtaulds Inc., rayon, $2 million; Ala. Power Co., $30 million steam plant; Geigy Chemical, insecticides, $1.25 million; Stauffer Chemical, carbon bisulphide, $2.3 million.

FLORIDA—Pensacola, Chemstrand nylon, $80 million; St. Regis Paper, $15 million. Extensive development of industries

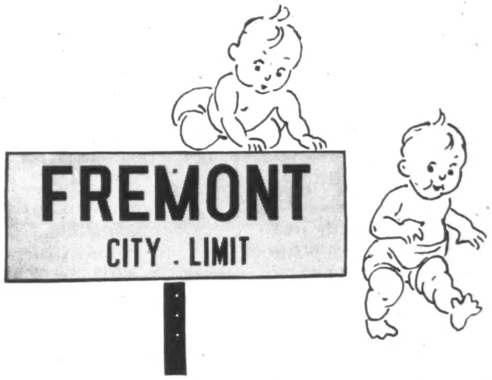
PER CAPITA INCOME

	1939	1953	% Increase 1939-53
Ala.	$242	$1,043	331
Fla.	442	1,368	210
Ga.	290	1,184	308
Ky.	297	1,167	293
La.	354	1,249	253
Miss.	201	834	315
N. C.	308	1,097	256
S. C.	261	1,095	320
Tenn.	295	1,186	302
Va.	425	1,355	219
10 Southern States	$312	$1,158	269
U. S.	539	1,709	217

Dan Gerber

President, Gerber Baby Foods, says:

"Babies, bless them, have a way of getting what they want. And in this thriving market area, parents can well afford to be indulgent. Business is constantly expanding . . . paychecks are sizeable — and retail sales show it. WOOD-TV's continuing expansion is the logical outcome of this sound, prosperous area development."



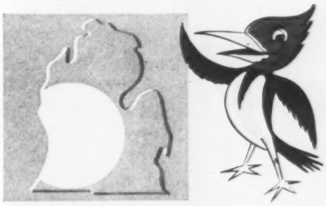
WOODland-TV is big territory!

There are lots of babies in WOODland-TV and nobody knows it better than Gerber's! Babies are their business . . . their *only* business. They cheerfully strain egg yolks, fruits, vegetables, soups, desserts — even meats — so youngsters everywhere can get off to a good, growing start. All this makes for a good, growing business . . . in an area where business as a whole is constantly expanding.

WOOD-TV . . . first station in the country to deliver 316,000 watts from a tower 1000′ above average terrain . . . gives you complete coverage of this thriving Western Michigan area. With WOOD-TV you get the prosperous small towns like Fremont; cities like Muskegon, Battle Creek, Lansing, Kalamazoo; and the primary Grand Rapids market. For top results, schedule WOOD-TV . . . Grand Rapids' *only* television station.

WOOD-TV

GRAND RAPIDS, MICHIGAN



GRANDWOOD BROADCASTING COMPANY • NBC, BASIC; ABC, CBS, DUMONT, SUPPLEMENTARY • ASSOCIATED WITH WFBM-AM AND TV, INDIANAPOLIS, IND. • WFDF, FLINT, MICH., WEOA, EVANSVILLE, IND. • WOOD-AM, WOOD-TV, REPRESENTED BY KATZ AGENCY

NEW COMMERCIAL

YOU HAVE to see it to believe it.

That tried and true, if slightly dog-eared maxim, applies so well to the amazing strength of Pyrex dinnerware that its maker, Corning Glass Works, and the agency, Maxon Inc., decided that demonstration would be the best sales approach.

Obviously, that meant television. So, on Oct. 28, the Pyrex dinnerware line made its tv debut via a commercial spot on NBC-TV's *Home* show, selected because of its large feminine audience. The Pyrex spot, filmed by Transfilm Inc., will appear on *Home* 13 times in the current campaign, which runs to Dec. 17.

To prove the durability of the Pyrex dinnerware, the commercial subjects it to punishment beyond the scope of even the heaviest-handed dishwasher. First a fragile looking teacup is used as a hammer to drive a three-inch nail into and through a two-inch board. The nail is then bent, with the cup still used as a hammer. Now it is straightened out again with the cup handle and finally, by pounding the cup against the point of the nail, it is driven back through the board.

James H. Bierer, advertising and sales promotion manager for Pyrex, summed it up this way: "Our decision to enter television was based on the demonstratable qualities of our Pyrex dinnerware. It lends itself so readily to a factual and graphic demonstration of its remarkable dual assets, beauty and durability."

Sponsor: Corning Glass Works.

Agency: Maxon Inc.

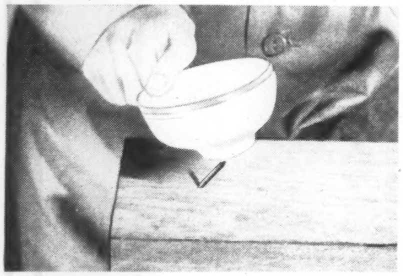
Commercial producer for agency: Paul de Fur.

Account executive: Gordon Hurt.

Film producer: Transfilm Inc.

Shown on NBC-TV Home *(Mon.-Fri., 11 a.m.-12 noon) 13 times between Oct. 28 and Dec. 17.*

He drives it through . . .



bends it over . . .

straightens it out.

in Jacksonville, Tampa, Orlando and Miami.

GEORGIA—Jesup, Mengel Co. paper box, $20 million; Rayonier cellulose, $29 million. Marietta, Lockheed aircraft plant adapted to B-47 jet bombers. Rome, GE transformers, $25 million; Mead, paper, $20 million. Savannah, Union Bag & Paper, $25 million. Valdosta, National Container, $25 million.

KENTUCKY—Brandenburg, Mathieson Chemical, $20 million. Calvert City, Air Reduction Corp., $10 million; National Carbide, $10 million. Louisville, GE appliance, $32 million; International Harvester, $58 million. Paducah, atomic energy and steam plants, $900 million.

LOUISIANA—Baton Rouge, Standard Oil, $25 million expansion; Ethyl Corp., $70 million expansion; Allied Chemical, $13 million expansion; Kaiser Corp., aluminum ore, $22.5 million; Gulf States Utilities, $35 million. Lake Charles, Cities Service-Continental refinery, $100 million. Luling, Lion Oil, $30 million. New Orleans, Kaiser aluminum, $150 million; Chrysler auto, $70 million; American Cyanamid, $47 million. Norco, Shell Oil, $30 million.

MISSISSIPPI — Natchez, International Paper, $20 million; Johns-Manville fibreboard, multi-million dollar plant. Pascagoula, Ingalls Shipbuilding, $75 million for merchant vessels.

NORTH CAROLINA — Wilmington, Riegel Paper, $20 million. Black Mountain, Oerlikon Tool, 2,000-employe plant. Raleigh, Westinghouse meter, $10 million. Spray, Union Carbon, $30 million.

SOUTH CAROLINA—Aiken, H-bomb, $1.2 billion. Camden, DuPont orlon, $20 million. Rock Hill, Celanese, $40 million.

TENNESSEE—Bristol, Sperry-Farragut guided missile, $25 million. Charleston, Bowater paper, $50 million. Chattanooga, DuPont nylon, $35 million; Wheeland gun plant, $15 million. Morristown, American Enka tire cord, $30 million.

Concededly some heavy industry plants are highly mechanized and provide fewer jobs than smaller enterprises. At the same time they supply products that attract other industries, purchase raw materials from the area and use transportation and other service facilities.

Progress is the order of the day in the South. There is foreign trade in New Orleans, Mobile, Miami and Norfolk; commerce in Memphis; textiles, insurance and wholesaling in Charlotte; steel in Birmingham; most every type of business and industry in Atlanta, a true aviation, rail, communications, manufacturing, financial and distribution center for the entire South; resort business in Miami, Tampa-St.Petersburg, Orlando, West Palm Beach, Daytona Beach and a whole chain of other busy cities.

New markets are developing; old ones expanding.

Southern people no longer meet the novelist's standards. They live in the manner of Yankees and Westerners. The place is lively. Even the drawl is disappearing, along with some of the over-rated claims on behalf of what is loosely called "southern cookin'."

The economy is highly stable. New industries are coming—air-conditioning, plastics, aviation, atomic energy, synthetic textiles (Dacron, Nylon, Orlon, etc). Living standards are rising. Tourist business is booming. Auto manfacturers are putting up assembly plants.

Some areas are developing with explosive force—Florida grew 40% in a decade, and it's only the beginning. Atlanta, diversified and blessed like many southern cities with a salubrious climate, is getting within range of a million population. Miami, now 600,000 (metropolitan area), expects to reach a million in a few years. It is becoming a distribution center.

New schools are going up everywhere, with many cities providing equal facilities for Negroes, though shabby structures are still found in some areas.

The South is working out its difficult social problems, aided by the spread of wealth and tolerance. Out-migration of Negroes has been speeded by mechanized agriculture, acquisition of automobiles and general raising of the Negro educational and economic level. These have encouraged migration northward and westward, where prejudices are less severe.

High birth rate of the 1940s will bring a record crop of marriageable young people by the end of this decade. This in turn will mean booms in housing and products associated with new family formation. Infant mortality has been lowered and life expectancy raised.

The Old South is giving way to a fresh, vigorous New South. Millions of families are buying good housing, autos and the other fruits of economic well-being. Southern cities are growing faster than the average U. S. metropolis. States are competing against states, cities against cities, to bring in new industries, and their aggressive community spirit is reaping rewards.

The markets in the New South are new markets.

Quoting Mr. Thomas: "Markets are a lot of people who need and want things."

Southerners need and want things. Moreover, they're able to buy them—from Winston-Salem to West Palm Beach; from Savannah to Natchez.

After several thousand miles of motoring through the South, it's easy to understand why southerners say:

"The future belongs to the South."

CHANNEL 2 Opens up IN SPOKANE

Announcing

KREM-TV

TWO 2 TIME

KREM-TV CHANNEL 2—On November 1st inaugurated continuous every-day operation with 10 hour schedules.

TELEVISION SCHEDULES
TO TOP PREMIUM
AVAILABILITIES
READY TO CLOSE
IN SPOKANE ON A
GUARANTEED TIME BASIS

the eyes have it!

New and different TELEVISION PROGRAMING is now being telecast over KREM-TV's facility by the northwest's newest, technically advanced station installation.

A unique and unduplicated program structure brings top, proven theatre to the telescreens in the Spokane-Inland Empire market of the northwest. KREM-TV plays favorites—and is winning the rank of favorite.

In the picture—and BIG—KREM-TV opens new access to the great Northwest Market and Spokane's top position as a primary TEST MARKET. For it, KREM-TV is the new, fluid, flexible, dynamic television vehicle for your promotion job.

REPRESENTED BY

EDWARD PETRY CO.
INCORPORATED

KREM-TV
on CHANNEL 2...
100,000 WATTS

SPOKANE, WASHINGTON

KREM-TV is owned and operated by LOUIS WASMER, northwest electronic pioneer and developer. KREM-TV is the television division of the Inland Empire and Spokane market's only complete TRILECTRONIC A. M. F. M.-TV installation.

TELEPHONE BINGO MAKES GOOD ON TV

KTLA (TV)'S 'PLAY MARCO' IS THE NEWEST RAGE IN HOLLYWOOD

By Leo Kovner

BINGO—once an innocuous parlor game called Lotto and in its present incarnation a financial boon to innocent churches and charities or an instrument of professional gamblers, depending on one's point of view—has appeared on the television scene with a loud and noticeable bang.

Initiator of video Bingo is The Caples Co., with Russell R. Rullman, vice president in charge; John Cody, account executive, and J. Patrick Cooney, radio-tv director, all of the Los Angeles office, jointly conceiving a version feasible for tv shortly after the Supreme Court decision upholding radio-tv giveaway programs.

The Caples Co. carefully approached the FCC, the U. S. Post Office and the California Attorney-General's office for opinions on the legality of the program. All opined that the advertising firm's version, as outlined, was not a lottery.

Play Marco, introduced on KTLA (TV) Hollywood last July as The Caples Co.'s initial presentation, sidesteps legal difficulties by not permitting the player to submit a consideration to play. To do this would constitute an illegal lottery.

One interesting sidelight occurred during preparatory stages for *Play Marco's* Los Angeles debut. While planning to get the cards necessary to any version of Bingo into the public's hands, it was first suggested the forms be printed in local newspapers, to be cut out, filled in and mailed to the station. Attorneys dissuaded KTLA and The Caples Co. from this plan, pointing out that purchase of the newspaper, although not expressly to obtain the *Marco* form, still constituted submitting a consideration to play the game. Under these conditions, *Play Marco* would be a lottery, the attorneys stated.

As introduced in the Los Angeles metropolitan area, the game starts with the participant picking up his *Play Marco* forms from a market or store. He can obtain up to three forms, each printed in duplicate. He picks any combination of 125 numbers, filling in both halves of the form according to a pre-arranged pattern. Once filled, he tears the card along a perforation, sends one half to the station with his name thereon, and keeps the other half, on which he plays each Saturday night.

At KTLA, the card is filed alphabetically by a corps of professional filing clerks, in an elaborate system broken down into 10,000 component parts. On the program, m.c. Jerry Lawrence picks the numbers, painted on 125 table tennis balls, as they are blown at random from a container into a trap by a jet of compressed air. Pretty Betty Hanson, a model employed by The Caples Co. to assist in all *Play Marco* promotions, marks the numbers on a master board as called. When a winner is possible, a series of telephone numbers is posted and the "fun" begins.

The video form of Bingo depends on use of the telephone. Those who fill the customary row or diagonal must call in to actually win. When they get their call through, a filing clerk finds their duplicate card, checks it and declares a winner, if correct.

However, most headaches accruing to both KTLA and The Caples Co. on *Play Marco* come from the mechanical difficulties in getting a call through to the station with a winner. Many participants have called in with only four numbers in a row, depending on chance to fill in the fifth number before their call is completed. However, their cards have to be checked out, nevertheless, and that takes valuable time from the real winners.

Others will dial the first few digits of the posted numbers, reserving the last until they fill their row. But when enough people do this, though the call is not completed, the backlog can tie up an entire exchange.

Still other drawbacks to telephonic communication include that minority which consistantly disregards pleas not to call in merely for instructions, and the usual quota of drunks and connoisseurs of feminine beauty, attempting to date Miss Hanson. All this contributes to congestion, with real winners often unable to get their calls through and claim their prizes.

Despite 22 lines and an appropriate and different total of telephone numbers assigned to the program weekly by the Pacific Telephone and Telegraph Co., sometimes the congestion reaches serious proportions, as when a medical exchange was blocked. A new "level-hunting" system recently installed by the phone company has helped relieve the situation, but not entirely.

Paradoxically, out-of-town callers (who, incidentally, must pay their own toll charges) have a better chance of winning than Los Angeles residents. An alert operator can spot and plug in on an available number, while a dialer must try again at a busy signal.

KTLA and The Caples Co. have taken other steps to relieve the congestion. Now players are warned that if they do not have a winner when they complete a call, that particular card will be "jerked" for the rest of the evening's play. All drunks and mashers are curtly cut off by the operators and the perennial instruction-seekers are briefly told to write to the station for clarification.

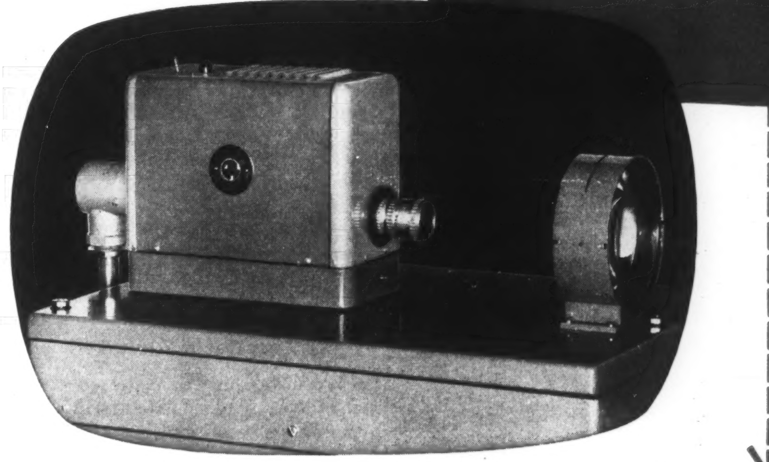
This has resulted in speeding up progress on the KTLA 1½ hour *Play Marco* program from five or six games a night to double that number, which creates another problem for The Caples Co. The advertising firm supplies the prizes in the Los Angeles area, and since none is worth less than $200 (and the grand prizes—offered every fifth week—which have included a Studebaker, a mink coat and a trip to Paris, worth considerably more), with the increase in efficiency, the firm must budget more for prizes. However, The Caples Co. smiles gamely at

PICTURE AT TOP: m.c. Jerry Lawrence calls a "Play Marco" number while Betty Hanson, "Miss Marco," marks it on a master sheet. At left is the battery of telephones used to answer contestants' calls.

Your FILMS and COSTS BOTH LOOK BETTER

with the new

GPL VIDICON FILM CHAIN



- **Low first cost; low operating cost**
- **Operates unattended; frees studio manpower**
- **Photo-conductive tube**
- **Stable black level**
- **No shading correction required**
- **No back or edge lighting required**
- **Lowest "noise" level in television**
- **Easy to multiplex**

TWO MAJOR ADVANTAGES for station owners sum up the features of this new Vidicon Film Chain produced by GPL.

First, it sets a new high for quality.

Second, it saves dollars. And more dollars.

It's built around a photo-conductive tube, with long-proven GPL circuits and construction techniques. It is compact, simple and rugged . . . easy to maintain, flexible for 4 *or more* multiplex combinations. All your existing projectors, monitors, master monitor and standard racks can be used. *A stable black level, and almost complete absence of spurious signals, eliminates the need of constant attention. You save man-hours that previously went into monotonous monitoring.*

This GPL chain has the lowest noise level in television. The grey scale reproduction is true. In all, with this GPL combination of both quality and economy, you can afford to retire your iconoscopes to slides. And, in equipping a new station, the GPL Vidicon is unmatched for value.

STATION OWNERS & OPERATORS

Test this GPL chain in your station, with your projectors and monitors . . . your operating conditions. See for yourself its almost automatic operation, its quality with all types of film. No charge, no obligation. Just write, wire or phone.

General Precision Laboratory
INCORPORATED
PLEASANTVILLE NEW YORK

GPL

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

Write, wire or phone for information

Regional Offices: Chicago • Atlanta • Dallas • Glendale, California

the additional outlay, expressing itself "happy to go along with the demand."

Despite an almost unanimously bad press reception from local radio-tv editors, station, advertising firm and sponsor are happy with *Play Marco* results.

"It's a merchandising dream," says John Cody, one of the creators. "It builds up store traffic better than anything we've ever found."

KTLA enthusiastically points to the over one million cards currently on file, which presently require 26 file clerks (formerly 48) handling the still-incoming flow of *Play Marco* duplicates during the week. However, only six are required to handle the files during the actual program.

As for the Los Angeles sponsor, the Victory Packing Co. (Thorofed Dog Foods) not only has renewed for a second 13-week cycle on KTLA, but is planning an intensive merchandising and promotion campaign around a new dog food, to be called Marco, shortly to appear on the market.

Despite, or perhaps because of the impressive reception, all is not smooth sailing for *Play Marco*. Two separate suits, one for $500,000 and the other for $250,000, have been filed in Los Angeles Superior Court against KTLA and The Caples Co., charging infringement and plagiarism from similar programs. In reply, Klaus Landsberg, station vice president and general manager, issued this statement:

Legal Clearance

"Before placing *Marco* on the air, we satisfied ourselves as to our legal rights therein. Regardless of any suit or threat of suit, we're still satisfied as to our rights."

One Los Angeles housewife, unable to get her call through when she had a winner, appeared at the station personally. By that time another person had been declared the winner and the lady, very angry, has filed a complaint with the FCC and is threatening legal action.

But even more important than overt legal action has been the attitude of local Parent-Teacher Assns. and other civic groups toward the video form of Bingo. Several careful inquiries from these groups have apparently satisfied them that *Marco* presents no moral temptation to children, both station and agency say. Here, the foresight of The Caples Co. has paid off. The agency placed the program on KTLA, in part, because the station would give them a Saturday time block too late for youngsters to be up, yet not too late in the evening for their elders. Also, The Caples Co. is aiming the program at an "older, settled crowd," who do not go out on Saturday nights, executives say.

However, KTLA and agency replies to the preliminary inquiries have apparently satisfied the civic groups, because no complaint regarding *Marco* has ever been received on any official stationery. Now, KTLA and The Caples Co. both wistfully admit they had rather hoped for some controversy, since both felt sure of their positions and believed a well-publicized skirmish might create more interest in the program.

But perhaps the most persistent criticism of video Bingo has come from press commentators, who charge that it does not constitute "entertainment." In a letter to Paul Price, *Los Angeles Daily News* radio-tv columnist and chief opponent of *Play Marco*, Mr. Rullman, another of the program's creators, replied to the charge.

". . . I think you will agree that the end-all of tv is not exclusively entertainment, any more than it is education, instruction, news and any other facet of tv programming. The medium has room for all.

"The basic appeal of *Marco* is excitement —with a chance to win a prize through no greater effort than playing a little game that has held public interest for many years, in the home, at church and charity bazaars, county fairs, etc."

Taking up other criticism of *Play Marco*, Mr. Rullman continued:

"Because *Marco* does create excitement, viewers take a more personal and intense interest . . . than with most other programs. . . . You have happy winners, you have disappointed losers and you have a large middle group who enjoy the contest for what it is, and keep its importance in proper focus.

MISS MARCO helps look up a few of the over one million cards on file during a program session.

". . . In spite of the fact that on every show we announce the rules—including emphasis . . . that a *Marco* at home does not make you a winner until your card is checked out in the studio—we get a few people each week who do not understand the procedure, or who are not good sports about being 'also rans' . . .

"Accusations run as follows: (1) The game is 'rigged'—an obvious impossibility and without motive on our part. (2) It's impossible to get through on the phones—yet we are playing nine to 10 games a program (Mr. Rullman's letter was writtten in mid-September) and some games are completed in less than four minutes. (3) The phones favor the local dialer—but the fact is that about 40% of our winners to date have been toll calls.

"Many columnists have conjectured about the odds in the *Marco* game. These are not known exactly, since each player picks his own numbers; but mathematically, when five numbers are drawn, there is one chance in 53,150 that a *Marco* will be hit. If additional balls are drawn, more winners will result. . . . The percentage of *Marcos* per game is 27. . . . In 10 games, then, about 260 folks will be second-best in the race to the phone. And all but a few of these realize that it's all part of a game, and have enjoyed the program, win or lose.

"So far, I've discussed the program's problems. What's the good side of *Marco*? We feel it's good tv for a late hour, because it's a change of pace from the old movie routine. Production and talent stand up well for a local show. Prizes top anything ever offered before by a local station.

"Do folks like *Marco*? *Marco* cards are coming back to us on an average of nearly 50,000 per week, currently. We receive over 1,000 letters per week, five-to-one commending the show, about 15% constructively critical and helpful, and about 5% blasting the program, which is about normal for most shows, even those of a less controversial nature."

Under other names, *Play Marco* is spreading to other cities, through The Caples Co., for most part. Already started is *Play Marko* on KOVR (TV) Stockton, Calif., by Dallman Co. (northern California Philco radio-tv set distributors); and *Play Hi-Land* on KUTV (TV) Salt Lake City, by the Hi-Land Dairy. At Salt Lake City, over 60,000 cards, entire stock on hand, were completely distributed in one week and a hurried call was placed for the remainder of a 500,000 card printing by the station and sponsor, The Caples Co. reports.

On in 10 Markets

Within a short time the advertising firm, which has syndicated but will not produce its form of video Bingo outside of Los Angeles, will have the game on the air in a total of 10 markets, including Chicago, Minneapolis, Atlanta, Miami, Seattle, Reno and Fresno, agency executives announce.

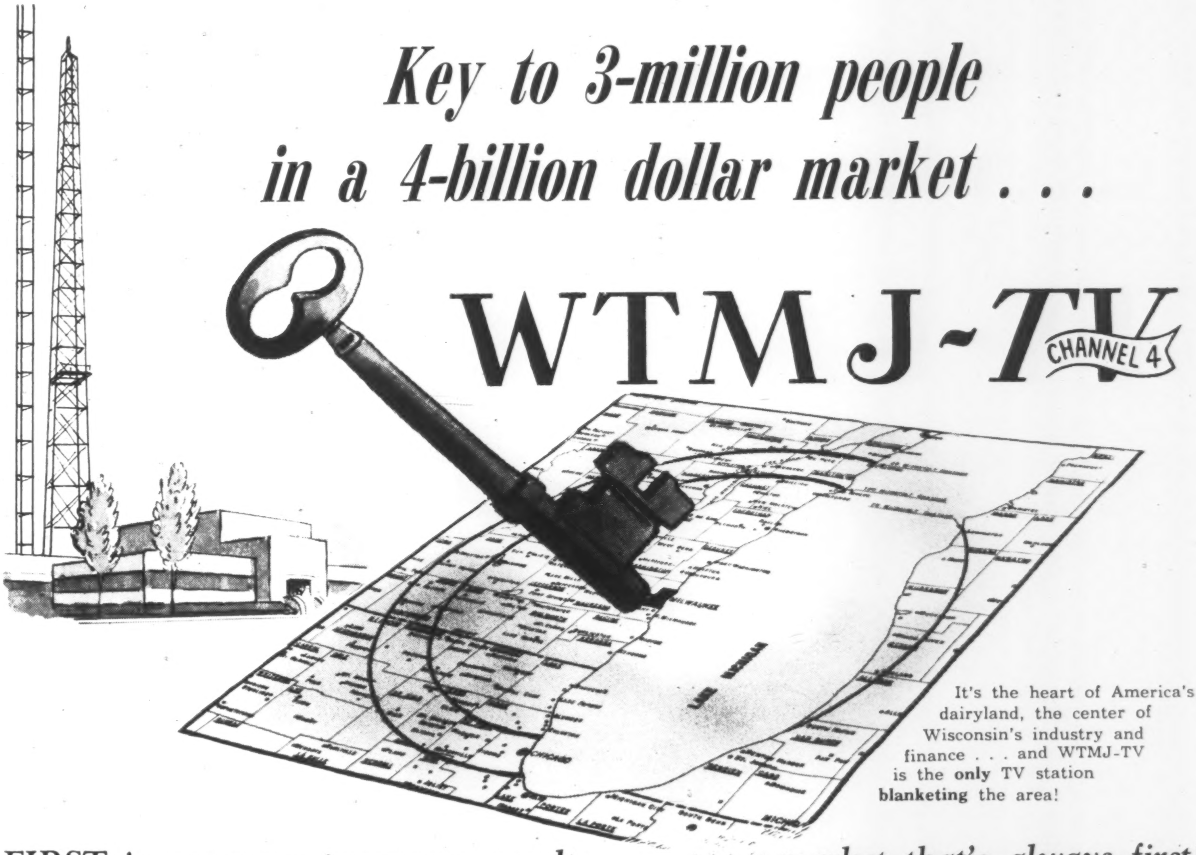
In other cities, a slightly different version of *Play Marco* may be presented, with pre-numbered cards supplanting the self-numbered variety and helping to reduce costs. "We can eliminate much of the filing without the alphabetical filing," says Mr. Cody.

Cost of the first 13 weeks on KTLA did run high, Mr. Cody admits, due to expensive props, the elaborate filing system and the process of learning. The second 13-week cycle will prove more profitable, he believes, with the props paid for and a lesser number of people required to present the show.

Already, competitors have appeared on tv with other Bingo-type games. *The Video Game* reportedly has made its appearance on KOMO-TV Seattle, with three sponsors, Ocoma Foods Co., Milwaukee Sausage Co. and Arden Dairy Farms, distributing different-colored cards, one color for each sponsor. Official Films, N. Y., introduced a film version called Tune-O to the tv industry in October.

Bingo is definitely on the march in video these days. What effect the old parlor game of Lotto will have on television, and what effect television will have on Bingo, promises to be one of the more interesting facets of the ever-changing medium during the forthcoming season.

Key to 3-million people in a 4-billion dollar market . . .



WTMJ-TV CHANNEL 4

It's the heart of America's dairyland, the center of Wisconsin's industry and finance . . . and WTMJ-TV is the **only** TV station **blanketing** the area!

FIRST in coverage, programs, results . . . in a market that's always first!

WTMJ-TV facilities are unequaled in Wisconsin. Seven studios, mobile unit, and three microwave relay transmitters are available for use . . . in the hands of Wisconsin's most experienced TV producers to serve the big Milwaukee market.

Master technicians, operating the finest telecasting equipment yet developed, mean outstanding quality in WTMJ-TV telecasts. And 100,000 watts of power, transmitted from a 1,035-foot tower, provide better image for the 3,416,085 people (not counting Chicago) with a 90-mile radius.

Product sales climb fast when WTMJ-TV is used. Year after year, results obtained by advertisers have kept WTMJ-TV first in scheduled advertising . . . first with **local and national** advertisers. One test campaign over WTMJ-TV will prove why!

There's no substitute for

WTMJ-TV EXPERIENCE

1st

- with seven years on-the-air experience in television.
- to transmit network color programs in Wisconsin.
- to originate local color broadcasts in Wisconsin.
- in the homes and hearts of the people of Wisconsin.

WTMJ-TV is the only television station in Wisconsin that blankets this entire market for advertisers. The station is on the air more than 115 hours per week . . . presenting local and basic NBC-TV network programs. Due to audience and demand, WTMJ-TV presents more programs than any other Wisconsin television station.

WTMJ-TV CHANNEL 4

The Milwaukee Journal Television Station

Represented nationally by HARRINGTON, RIGHTER AND PARSONS, INC. New York • Chicago • San Francisco

RELIGION ON THE AIR

ABILENE CHRISTIAN'S FINDINGS ABOUT RELIGIOUS PROGRAMMING

MORE THAN HALF of all time devoted to religious programming by U. S. radio stations is sponsored by religious organizations, whereas less than a third of religious time on tv is commercial, according to a survey of religious broadcasting made by the Radio Division of Abilene Christian College, Abilene, Tex.

The radio figure is perhaps more significant than that for tv, since the college questionnaires, sent to 3,412 am, fm and tv stations, were returned by 717 am and fm stations but were answered by only 23 of the nation's tv broadcasters.

Highlights of the survey's findings are:

- Radio stations devote, on the average, 5 hours, 48 minutes a week to religious programming, of which four-fifths is local, one-fifth network. The tv station average is 37 minutes of religious programs a week, three-fifths local, two-fifths network.
- Combination of preaching and music, the type of program most frequently used by religious organizations in both radio and tv, is the most effective kind of religious programming in the opinion of radio station executives, but tv broadcasters ranked these programs second to dramas in impact.
- Straight preaching, second in point of use in radio, was ranked eighth in order of effectiveness by radio broadcasters. This type of religious program is much less used in tv and the tv stations responding to the survey gave it no votes as the most effective program type.
- Baptists make the greatest use of radio time (16%), according to a breakdown which shows Catholics second (9%), Lutherans third (7%), Methodists fourth (6%), Presbyterians fifth (5.5%) and the other faiths following. A majority of tv stations reported using a rotation system to give a fair distribution of time among the various religious groups.
- A total of 446 stations (am, fm, tv) or 60% of those answering the questionaires, indicated that their local ministerial alliances arranged their religious programs. Negative answers came from 35%, the rest giving no indication.

HOW MUCH IT'S USED

	AM & FM Hours	AM & FM % of Total	TV Hours	TV % of Total
Sustaining time	1870	45	10	70
Commercial time	2148	51	4	30
No indication	163	4	. .	. .
Local origination	3289.5	79	8.5	60
Network origination	801.5	19	5.5	40
No indication	90	2	. .	. .

Commenting on the correlation between the tables showing the comparative extent to which each type of religious programming is used on the air and the effectiveness rating given it by stations, Lowell G. Perry, director of Abilene College's Radio Division, points out that "the preaching-and-music program was the first choice on both tables" and calls attention to the fact that "686 of the stations use this type but only 255 believe it is the most effective type of program."

Straight preaching, he notes, was second on the use list but eighth on the effectiveness list, with drama and music standing high on both lists.

"Broadcasters ranked the broadcasting of services comparatively high as an effective type of broadcasting, but it was close to the bottom of the list of programs being broadcast," Mr. Perry says. "Religious news is high in actual use, but broadcasters rank it down as an effective type of program."

Mr. Perry also calls attention to "the large number of stations utilizing a variety of different types of programs rather than just one or two." The use table, he points out, "shows that eight different types of programs are being used rather extensively."

"In television," he reports, "preaching-and-music ranked the highest as the type of program used but it was lower in effectiveness. Music, drama and children's programs ranked high among the programs being used, but drama was rated as the most effective."

WHAT IS BEING USED

Type	AM & FM No. of Sta.	AM & FM % of Total	TV No. of Sta.	TV % of Total
Preaching & Music	686	96	8	57
Straight Preaching	364	50	2	14
Music	293	40	6	42
Drama	248	33	5	35
Religious News	172	23	1	7
Children's Program	119	17	4	28
Question & Answer	84	12	2	14
Discussion	72	10	2	14
Interview	47	7	2	14
Women's Program	21	3	. .	. .
Services	19	3	3	21
Bible Reading	2	.02	. .	. .
Bible Study	2	.02	. .	. .
Observing Rel. Holidays	. .	. .	4	28

WHAT BROADCASTERS WOULD PREFER

Type	AM & FM No. of Sta.	AM & FM % of Total	TV No. of Sta.	TV % of Total
Preaching & Music	255	35	2	14
Drama	135	19	4	28
Music	44	6	1	7
Discussion	21	3	1	7
Services	15	2	2	14
Children's Program	12	2	. .	. .
Question & Answer	14	2	. .	. .
Straight Preaching	10	1	. .	. .
Religious News	8	1	. .	. .
Interview	2	.02	1	7
Women's Program	2	.02	. .	. .
Bible Reading	1	.01	. .	. .
Bible Study	1	.01	. .	. .

NOW SEE THIS

most-sponsored newsman . . . 20 years in co-op radio . . .
now brings a new co-op TV show for you!

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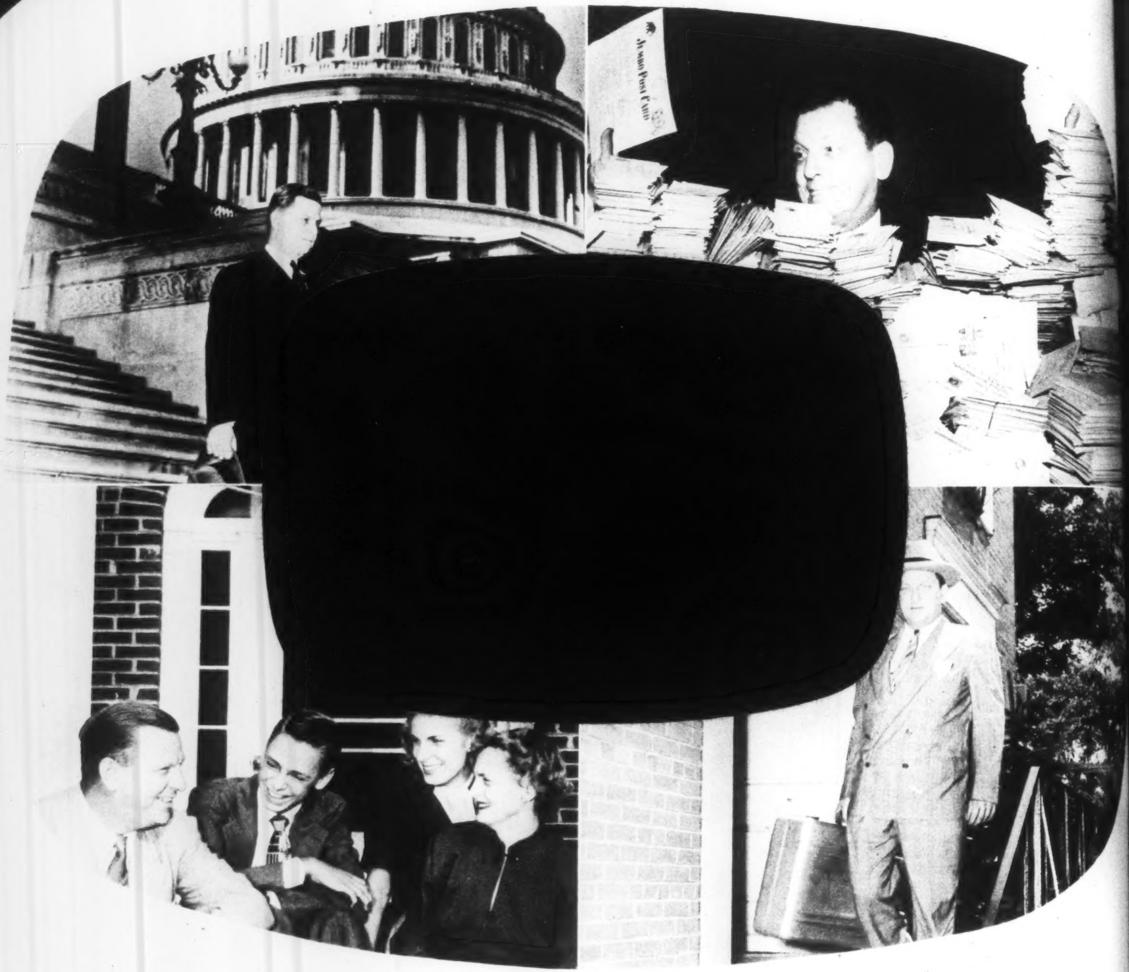
NOW SEE THIS

most-sponsored newsman ... 20 years in co-op radio ...
now brings a new co-op TV show for you!

most-sponsored newsman . . . **20 years in co-op radio . . .**

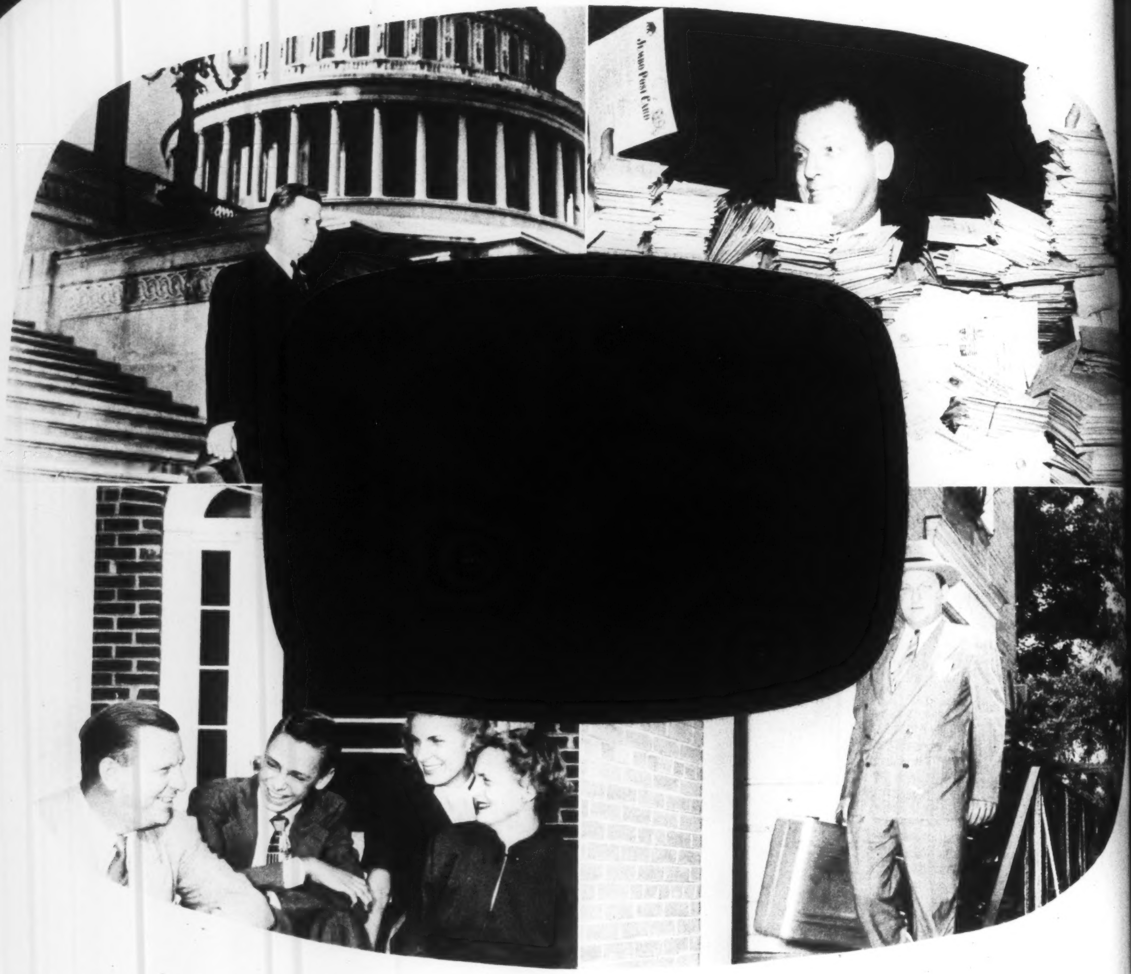
now brings a new co-op **TV show for you!**



A new kind of news program for 'new TV profit for your station!

FULTON LEWIS, JR., "invented" the cooperative news program for radio 20 years ago. Broadcasting 5 nights a week on MBS, the world's largest network, he has long been hailed by listeners and stations alike as (A) the *most widely heard* and (B) the *most heavily sponsored* commentator in the co-op news field.

FULTON LEWIS, JR., has now developed an unique format for *co-op TV news*—designed expressly to bring substantial new advertising revenue to individual TV stations, market by market. Programmed to assure lively viewer-interest, and priced to provide solid profit for *your* station.



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NOW SEE THIS

News Feature Program

In his new format for television, Fulton Lewis, Jr., plans a feature news show which will supplement your daily news programs. It will bring Mr. Lewis' acute perceptions to bear on the big news stories of the week. It will widen the perspective on national and international events, with the kind of research and reportorial treatment that are only possible in a once-a-week commentary.

History-Making Guests

Mr. Lewis' acquaintance with the men who make news in government is probably wider than any other man's. In his programs he will feature government experts, legislators, men whose names are news and whose acts are history.

Now SEE this →

I would like further information concerning the FULTON LEWIS, JR. TV Show.

1. When will the show be available in my area?
2. What will the show cost me?
3. When can your representative call on me?

(Station Manager) (Call Letters)

(City & State) (Phone Number)

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3. When can your representative call on me?

____________________ (Station Manager)

____________________ (Call Letters)

____________________ (City & State)

____________________ (Phone Number)

Each edition of the **FULTON LEWIS, JR.**, television show will be 15 minutes for once-a-week presentation. Each will be made and rushed to you warm from the studio. It's a revolutionary new approach to network quality TV for local sponsorship, and one that will pay off in heightened viewing and sales response.

The series will start in January, 1955, so it's time right now to get the franchise for your market. You can get a sample film and complete information, including low cost in your market, by sending in this handy reply card today:

GENERAL TELERADIO

FIRST CLASS
PERMIT No. 15410
(SEC. [illegible] P. L. & R.)
New York, N.Y.

BUSINESS REPLY CARD
NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

GENERAL TELERADIO, INC.
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New York 18, N. Y.

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(Continued from page 36)

to continue to underwrite the spectacular.

Meanwhile Swift & Co., through J. Walter Thompson Co., New York, purchased Friday the NBC-TV time period vacated by Sunbeam, effective Jan. 8. Swift will sponsor a new show starring Horace Heidt in the half-hour Saturday night period.

Plymouth cars, through N. W. Ayer & Son, Philadelphia, has been unhappy with the rating of *That's My Boy,* Saturdays, 10-10:30 p.m. EST on CBS-TV and will drop the program in January. Meanwhile the agency is shopping about for a program to replace it.

Kudner's Fuson Dies; Public Relations V. P.

SAMUEL D. FUSON, 64, vice president of Kudner Agency, New York, died Nov. 4 at Hunterdon Medical Center, Flemington, N. J., after a lingering illness.

He entered the public relations field in 1930 when the late Arthur Kudner offered him the job of director of public relations of Erwin, Wasey & Co., of which Mr. Kudner was president. When Mr. Kudner formed his own agency in 1935, Mr. Fuson became the first vice president in charge of public relations of a major advertising agency.

He was active in establishing the ethics of the public relations profession, and in 1945 served as president of the National Assn. of Public Relations Counsel, which later became the Public Relations Society of America, of which he was a director.

He was vice chairman of the Public Relations Committee of the New York Red Cross, a member of the Flint Country Club, Flint, Mich.; Recess Club, Detroit; National Press Club, Washington; Saints and Sinners; Overseas Press Club, and a director of the Advertising Club of New York.

'Digest' Buys Blair Plan

PURCHASE of John Blair & Co.'s national saturation group plan, covering all Blair-represented radio stations, by *Reader's Digest* was announced last week by Robert E. Eastman, executive vice president of Blair. The schedule consists of 24 one-minute participations weekly in local programs on all Blair stations beginning in January 1955. Previously the group plan has been sold to American Safety Razor and Cadillac Motor Car Co. The agency placing the *Reader's Digest* campaign is Schwab & Beatty, New York.

DuM. Tries Direct Mail

DETAILED and costly direct-mail promotion experiment is underway in New Jersey to stimulate customer interest in DuMont tv receivers. Last week, one million and a quarter pieces were mailed out, to reach every family living in the 14 counties of the state serviced by DuMont New Jersey Inc., the area's DuMont distributor, underlining DuMont's giveaway offer of a framed reproduction of Norman Rockwell's "Their First Television Christmas." The copy stresses the value and quality of the DuMont receiver.

Postage alone for the campaign is expected to run over $20,000, spokesmen said, and the distributor's total bill will probably hit the $50,000 mark.

NL&B Expands N. Y. Office; Vice Pres. Mitchell Is Head

EXPANSION of its New York operation along the same lines as its Chicago headquarters, with Frederick A. Mitchell heading up the unit as vice president, was announced Monday by Needham, Louis & Brorby.

The move was attributed to increased advertising business, including the new Monsanto Chemical Co. Plastics Div. (All detergent) account effective Jan. 1. Agency's radio-tv billings are expected to approximate $12 million this year, N L & B reported, noting that heretofore the New York staff has functioned primarily to service broadcast clients.

Present quarters will be expanded at 730 Fifth Ave. to accommodate an enlarged roster to be staffed mainly from Chicago office personnel. Among those being transferred, along with Mr. Mitchell, is William P. Bager, copy writing group chief. Richard L. Eastland will continue in New York as radio-tv director.

Gruber to Kletter Assoc.

HERBERT GRUBER, chief timebuyer of Cecil & Presbrey, New York, has been named business manager of the radio and television department of Edward Kletter Assoc., Mr. Kletter, president, said last week.

As business manager, he will be concerned chiefly with the buying of all radio and tv time and the execution of all contracts.

SPOT NEW BUSINESS

Blue Bird Potato Chips Co., Oakland, Calif., starts jingle spot announcement campaign on seven northern California radio stations, with 850 spots during December. Agency: Mottl & Siteman Adv., L. A.

Scudder Food Products Inc., Monterey Park, Calif., starts jingle spot announcement campaign on eight southern California radio stations, with 850 spots during December, starting Dec. 1. Agency: Mottl & Siteman Adv., L. A.

NETWORK RENEWALS

Allis-Chalmers Mfg. Co., Milwaukee, to sponsor for sixth consecutive year full-hour telecast on NBC-TV of International Live Stock Exposition from Chicago's International Amphitheatre, Nov. 30, 3-4 p.m. EST. Agency: Bert S. Gittins Adv., Milwaukee.

AGENCY APPOINTMENTS

Lucy's of Hollywood (women's wear outlet) appoints John M. Kemp Adv., same city, with Mr. Kemp as account executive. Radio spot campaign will be used.

Scheider Brewing Co., Trinidad, Colo., appoints Jimmy Fritz & Assoc., Hollywood. Radio-tv spot announcement campaign is planned.

Mennen Co. (Mennen lather and brushless shaving creams), Morristown, N. J., appoints McCann-Erickson, N. Y., effective Jan. 1.

Cargill Inc., Minneapolis, additionally appoints its agency, Bruce B. Brewer & Co., same city, for Drying Oils advertising.

Regal Shoe Co., Whitman, Mass., appoints Doyle Dane Bernbach, N. Y., effective Jan. 1.

Gunther Brewing Co., Baltimore, appoints Bryan Houston Inc., N. Y., for Gunther Premium Dry Beer and Gunther Old English Ale.

A&A PEOPLE

R. E. Osborne, vice president and general manager, Knudsen Creamery Co., L. A., appointed president, succeeding **Thomas R. Knudsen,** firm's founder, who was elected chairman of board.

Alfred J. Seaman, vice president and creative director, Compton Adv., N. Y., elected to board of directors.

MR. SEAMAN

Lawrence D'Aloise, copy supervisor, Benton & Bowles, N. Y., to Dancer-Fitzgerald - Sample, same city, as vice president and copy supervisor.

Cliff Hosking, acting chairman, L. A. office executive committee, Abbott Kimball Co. of Calif., named vice president.

Russ Raycroft, radio-tv account supervisor, Dancer - Fitzgerald - Sample, N. Y., to Robert W. Orr & Assoc., same city, as vice president in charge of radio-tv, succeeding **Louis L. Ergmann,** who has resigned.

MR. RAYCROFT

Roy C. Lochten, media director, Arndt, Preston, Chapin, Lamb & Keen, Phila., appointed member of agency's operating committee.

Janet Schuster to Ad Fried Adv. Agency, Oakland, Calif., as media director; **L. G. Mendershausen** to agency in charge of premiums, promotions and contests; **Phil J. Martinez** to agency as manager, S. F. office.

Charles E. Darwent, formerly advertising director, Tru-Ade Inc., Chicago, appointed advertising manager of Converted Rice Inc., Houston, Tex.

Jack Davidson, West Coast publicity director, Dodge Truck division account, Ross Roy Inc., Hollywood, to McCann-Erickson, L. A., as account executive; **Charles Powers,** executive tv-radio producer, Dancer-Fitzgerald-Sample, N. Y., to McCann-Erickson, N. Y., as director in charge of commercial production; **Buell A. Patterson,** public relations director, Pan American-Grace Airways Inc., N. Y., to agency in public relations capacity; **Betty Clements,** formerly in management-research capacity, Sherman & Marquette, N. Y., to McCann-Erickson, L. A.

Alvin Erickson to Campbell-Mithun Inc., Chicago, as account executive.

William Shartel, formerly with Rogers & Smith, Chicago, to Rutledge & Lilienfeld Inc., same city, as account executive.

Jeremy D. Sprague, Compton Adv., N. Y., to Cunningham & Walsh, same city, as timebuyer.

H. Jeff Forbes, vice president and producer-tv consultant, Productions on Films Inc., Cleveland, appointed executive director, motion picture and television studio, Cabell Eanes Inc., Richmond, Va.

Leslie C. Bruce Jr., former account executive, Kastor, Farrell, Chesley & Clifford Inc., N. Y., to Purex Corp. Ltd. (bleaches), L. A., as associate advertising manager.

Jay Bottomley, tv producer and director, Young & Rubicam, Hollywood, named consulting supervisor for daytime tv programming.

Reginald Whitson, Chicago sales office, Warner Electric Brake & Clutch Co., Beloit, Wis., appointed government liaison engineer with offices in Washington.

Jane Hite, copywriter, Calkins & Holden Inc., L. A., to Geoffrey Wade Adv., same city, in similar capacity.

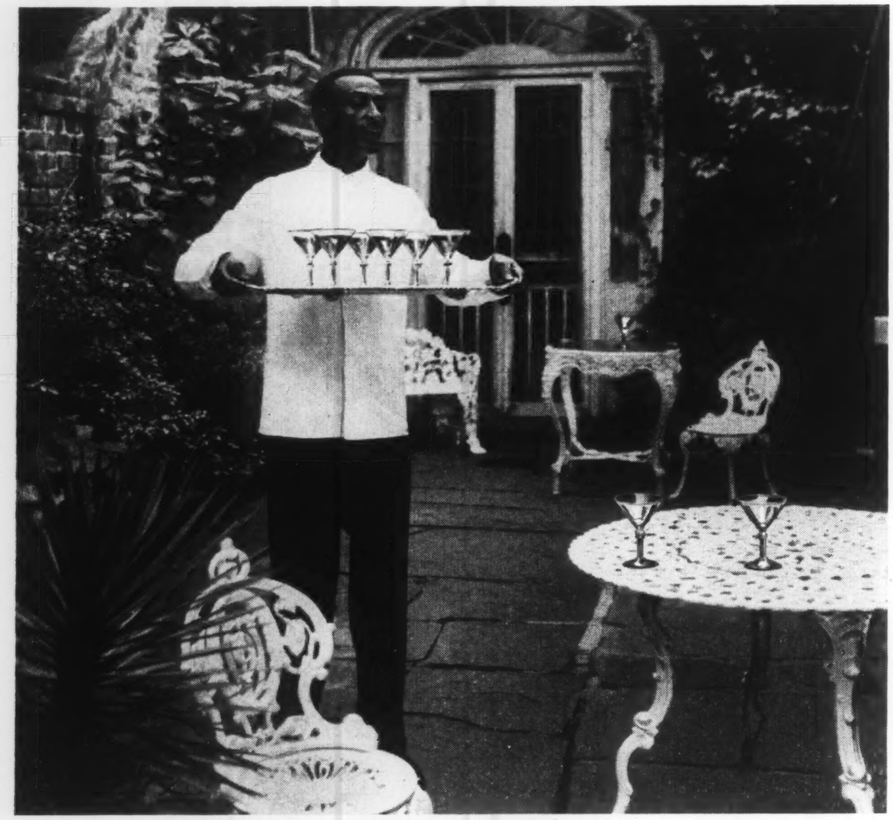
MCA NEGOTIATIONS FOR UTP REPORTED

Unconfirmed reports say Gross-Krasne would stay in field but sell films to MCA.

NEGOTIATIONS were reported in progress last week between the Music Corp. of America and United Television Programs under which MCA would purchase UTP and acquire its large catalogue of tv filmed shows.

A spokesman for UTP in New York said he had heard reports of such negotiations but could not corroborate them. Reports circulating were that Gross-Krasne, which acquired UTP last winter, would continue in the tv film production field, but would sell its tv film output to MCA.

UTP properties include *Lone Wolf, Mayor of the Town, Where Were You?, Waterfront, Rocky Jones, The Ruggles, Counterpoint, Heart of the City, Royal Playhouse* and other products. MCA's television division syndicates *Man Behind the Badge, Long John Silver, Abbott & Costello, Biff Baker, City Detective* and 200 half-hour dramatic anthology films under the title of *Famous Playhouse,* among others.



NEW ORLEANS PATIO PARTY —

but where are the people?

They're listening to WDSU's "Top Twenty," for this is the highest-rated local afternoon show in New Orleans. And it not only entertains — it sells products. "Top Twenty" is typical of WDSU's top-flight programming. Time and time again, we have proved to the satisfaction of sponsors that our programs not only entertain well, but sell well. Why not ask us about them?

WDSU NEW ORLEANS — VITAL TO THE SOUTH'S BIGGEST MARKET

AAP TELEVISION-THEATRE PLANS TOLD BY HYMAN

Extensive distribution and production contemplated by new firm, which intends to operate on a world-wide basis.

OPERATIONS of the recently-organized Associated Artists Productions, New York, encompassing the distribution for television of filmed series and a large catalogue of feature films, as well as production and distribution of pictures for theatrical showing, were outlined at a trade news conference last week by Eliot Hyman, AAP president.

Mr. Hyman said that AAP has available for television a package of 56 feature films, plus 89 half-hour and 100 quarter-hour programs of the *Candid Camera* series, with Allen Funt; 39 *Johnny Jupiter* half-hour shows; *Sherlock Holmes* series of 12 feature-length films starring Basil Rathbone and Nigel Bruce, and 199 Monogram pictures, with the latter product earmarked initially for showing in foreign tv territories. Mr. Hyman said that AAP also has acquired 83 Spanish feature films and 40 German productions that currently are in the process of being dubbed into English for tv release.

WOR TV Buys the 56

The package of 56 feature films, Mr. Hyman pointed out, already has been sold in New York to WOR-TV [B•T, Nov. 8]. He noted that many of them are still in theatrical runs and cannot be shown on tv until Jan. 1 or Nov. 1, 1955.

Associated Artists Productions currently will concentrate its production activities in television to the *Douglas Fairbanks Presents* tv filmed series, Mr. Hyman said, but probably will branch out to other activities in the future. AAP will handle for distribution the entire output of films from the Fairbanks series.

The main offices of AAP have been established in New York at 345 Madison Ave. Mr. Hyman said he is in the process of setting up offices in Los Angeles and Chicago.

Officers of AAP, in addition to Eliot Hyman, are Kenneth Hyman, vice president, and Samuel Haims, controller and treasurer. Department heads of the new organization, as named by Mr. Hyman, include Jacques Kopfstein, general sales manager in charge of domestic distribution for television and theatrical fields; Norman Katz, sales manager of foreign distribution for television and theatre, and Herbert Richek, chief of the booking department and office manager.

Mr. Hyman disclosed plans for an extensive advertising and promotional campaign. Advertising phases will be handled by Monroe Greenthal Co., New York, and the public relations aspects by Albert Margolies & Co., New York.

Mr. Hyman voiced the belief that his organization is the first to be formed to handle distribution of films for both television and the theatre on a large scale. He expressed the view that this dual function was not incompatible, pointing out that feature films will not be released for tv until they have out-lived their theatrical usefulness and value.

NARROW it DOWN

Yes, narrow it down! Narrow down the reasons why people listen to a certain favorite radio station! You'll find every time that years' long habit brought about through their reception of better programming, local and national, a powerful signal, and a feeling of personal friendship for, and pride in, that particular station are the real and powerful reasons why.

These are the reasons more people listen more of the time to KVOO than to any other station in Oklahoma's No. One market!

That's also why experienced advertisers always insist on using KVOO for maximum results at lowest per listener cost. KVOO has served the Southwest since 1925. Now on the air 24 hours per day with top local and NBC network programs.

RADIO STATION KVOO

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS

OKLAHOMA'S GREATEST STATION

TULSA, OKLA.

THESE ARE THE STATIONS FO

NATIONAL SPOT RA

FREE & PETERS

INC.

Pioneer Station Representatives Since 1932

NEW YORK
444 Madison Ave.
Plaza 1-2700

CHICAGO
230 N. Michigan Ave.
Franklin 2-6373

DETROIT
Penobscot Bldg.
Woodward 1-4255

ATLANTA
Glenn Bldg.
Main 5667

FT. WORTH
406 W. Seventh St.
Fortune 3349

HOLLYWOOD
6331 Hollywood Blva.
Hollywood 9-2151

SAN FRANCISCO
Russ Building
Sutter 1-3798

FOR YOUR RADIO CAMPAIGN . . .

EAST, SOUTHEAST

WBZ-WBZA	Boston—Springfield	NBC	51,000
WGR	Buffalo	NBC	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000

• • • • • • • • • • •

WCSC	Charleston, S. C.	CBS	5,000
WIST	Charlotte	MBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WPTF	Raleigh—Durham	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth—Superior	ABC	5,000
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	NBC	50,000
WIRE	Indianapolis	NBC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000

• • • • • • • • • • •

KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth—Dallas	NBC-ABC	50,000

MOUNTAIN AND WEST

KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu—Hilo	CBS	5,000
KEX	Portland	ABC	50,000
KIRO	Seattle	CBS	50,000

Tv Tic Tac Toe Sold In 22 Markets, NTA Says

GIVEAWAY contest titled Tv Tic Tac Toe offering prizes worth $1 million has been set in 22 markets to date, National Telefilm Assoc., New York, sponsor of the contest, announced last week. Sales were made during the first month the contest was available to local stations, NTA Executive Vice President Oliver Unger said. He also revealed that negotiations for the contest in 118 other markets are currently underway.

When the contest was announced, it was designed for broadcast on local stations in 100 markets. If it is set in more markets, 33 originally planned prizes will exceed the $1 million mark.

A large-scale promotion preceded the contest campaign and is still being carried on by NTA. Last week, the film company mailed 2,500 giant promotional pieces. Previously the firm has mailed more than $1,800 in actual cash plus imitation million dollar checks.

Telemat Exhibits Tv 'Mat Service' Technique

AN ADAPTATION of the newspaper "mat service" technique to tv was demonstrated last week by Telemat, Beverly Hills tv film production firm. A library of 40 fully-animated 10-to-20 second "open-end" spot announcements were exhibited.

Spots are complete with music and sound effects, and sponsor messages can be incorporated in both video and audio portions. For audio, the sales message can be delivered live, on acetate pressings or by tape recording.

Telemat, founded by Alan Wise and Don Gertsman, plans to supply stations throughout the country with rotating spot libraries capable of adaptation to any advertising need. Stations will not be charged for libraries until a spot is sold, then charges will be based on use frequency. Basic sponsor cost was set at $60 for six weeks use, a firm spokesman stated.

Other exclusive Telemat services and features include a staff available for story board work and consultation on special cartoons, as well as guaranteed copyright protection and area exclusivity for a 13-week minimum period.

The firm announced sale of four spots since the service's introduction: to Los Angeles Downtown Businessman's Assn., for $10,000 Christmas tv promotion starting Dec. 6; KCOP (TV) Hollywood, for station identification; Robert C. McDavid political campaign for California State Board of Equalization, and Thrifti-Lux Cleaners, Los Angeles.

KTLA (TV) Purchases 39 Theatrical Films

PURCHASE of 39 recent theatrical films at KTLA (TV) Hollywood, including three British pictures not yet shown in movie theatres locally, was announced by Klaus Landsberg, station vice president and general manager.

Unusual plan calls for simultaneous showing of these British films, all released this year, both on tv and in local theatres. Films are "Green Scarf" with Michael Redgrave, Ann Todd and Leo Genn; "Those Who Dare", with Akim Tamiroff, and "An Inspector Calls," with Patricia Neal and Alistair Sims. However, no definite theatrical bookings have been announced as yet.

Other films, both American and British, include "Pandora and the Flying Dutchman," "The Winslow Boy," "The Scarf," "Park Row," "Duffy of San Quentin" and "Algiers." Partial breakdown shows 7 features in the block were released in 1953, 10 in 1952, 10 in 1951 and 6 in 1950.

The station purchased the 39 films from Associated Artist Productions Inc., New York. Details of the deal, including the price and number of showings, were not available. Films are slated for Sunday night showing starting Dec. 5.

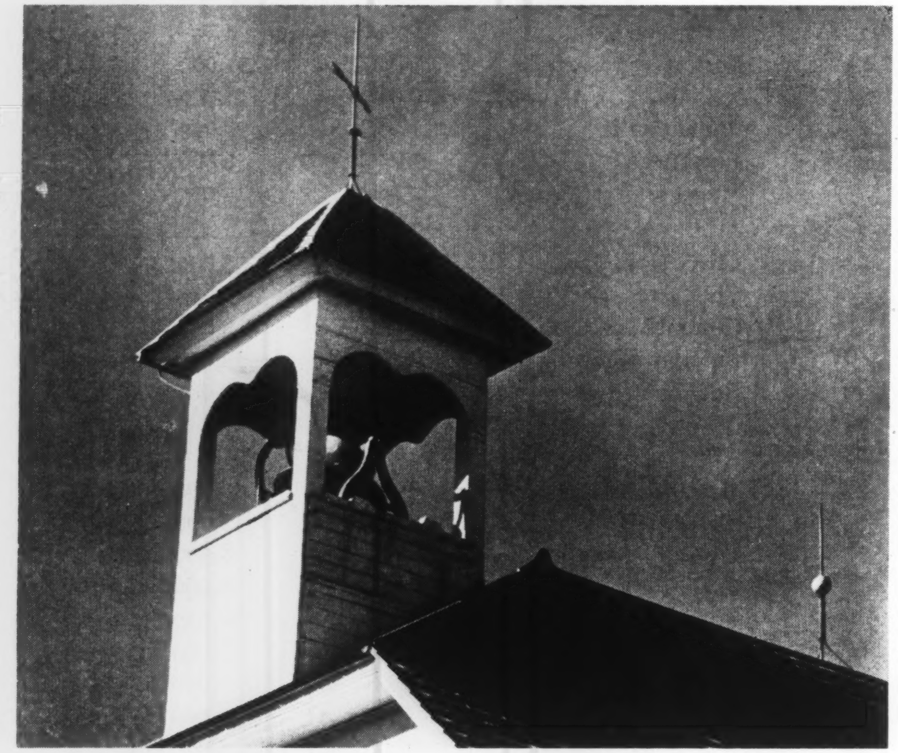
NBC Film Adds 3 Salesmen

NBC Film Div. has added three new salesmen to the staff, according to John B. Cron, national sales manager. Edward Quincy Adams, assistant advertising manager for Standard Rate & Data Service, and Robert D. Ingwerson, sales representative for the Borden Co., move to the film division's Chicago office. Jules V. Arbib, Eastern sales supervisor for Permabook Div., of Doubleday & Co., has been added to the New York sales staff.

Mr. Adams replaces Tom Shull, now president of Inland Broadcasting Co. and general manager of WTOM-TV Lansing, Mich. John Burns, recently appointed administrative sales supervisor for NBC Film Div., is succeeded by Mr. Ingwerson.

FILM SALES

Ziv Television Programs Inc., international div., reports renewal of *Favorite Story* by General Electric Co., Schenectady, N. Y., on CMQ-TV Havana, Richard Hudnut & Co., N. Y., over XEW (TV) Mexico City; and *Yesterday's Newsreel* by American Airlines, N. Y.,



"LET US GIVE THANKS"

Once again, the simple words, "Let us give thanks," are guided upward by pointing church spires. Once again the labor of Kansas farm families has been rewarded far beyond all expectations.

We at WIBW enjoy a double share of this Thanksgiving joy. First, as farmers ourselves; and second as a long established friend and welcome daily visitor into the homes of these farm families.

We are human enough to derive our greatest pleasure from this enviable listener relationship and pledge ourselves to its continuance.

Ben Ludy

Gen. Mgr., WIBW and WIBW-TV, Topeka
KCKN, Kansas City

RIDES AGAIN

Lone Ranger thunders across the ABC-TV channels . . . sponsored by General Mills

In its five fabulous years on television, this program has won award after award, and has an audience in the millions. The fiery horse, the faithful Indian friend Tonto, and the Masked Man himself have been renewed again and again by their pleased sponsor, General Mills.

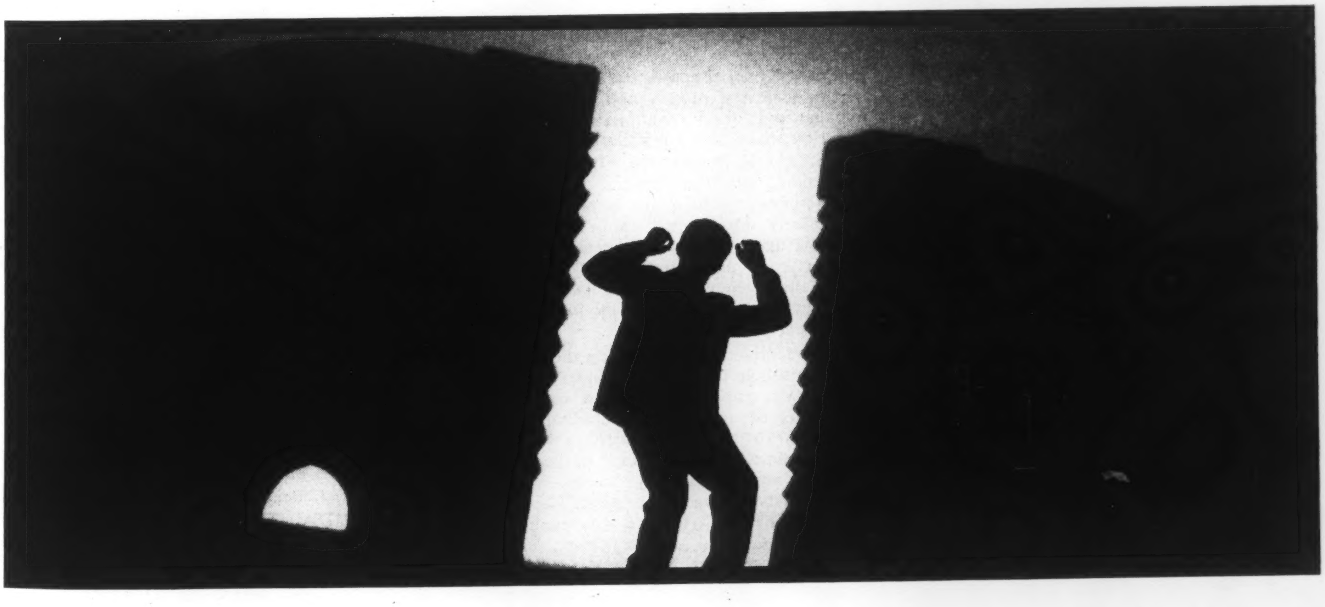
You're in smart company on ABC-TV *American Broadcasting Company*

Gripping Drama

Made-in-Britain thriller, "The Vise," makes hit on ABC

The welcome mat is out for an old sponsor and a new show. The show is "The Vise". . . an intriguing series which introduces some fresh British talent. Sponsor: Sterling Drug Company for Bayer Aspirin and Phillips Milk of Magnesia, old friends again demonstrating confidence in ABC.

You're in smart company on ABC-TV *American Broadcasting Company*



over XEW. Westinghouse Electric Corp., Pittsburgh, has purchased *Mr. District Attorney* for WKAQ San Juan, P. R. Ziv also has sold *Favorite Story, Cisco Kid, Boston Blackie, Mr. District Attorney, The Unexpected* and *Yesterday's Newsreel* to Radio Difusora Nacional de Colombia, government station in Bogota, Colombia.

Motion Pictures for Television, N. Y., has sold 149 cartoons created by Walter Lantz Productions, Hollywood, for Universal-International Pictures, Universal City, Calif., to KNXT (TV) Hollywood, including 92 "Oswald the Rabbit," 12 "Willie Mouse," 13 "Pooch the Pup" and 11 "Meeny, Miney and Moe" productions.

M & A Alexander Productions, Hollywood, has leased "Secret Command," "Tender Years," and "Black Beauty" feature films to WNBK (TV) Cleveland and WPTZ (TV) Philadelphia.

RANDOM SHOTS

Bonded Tv Film Service Inc., firm which provides nationwide film shipping facilities for tv stations, has announced opening of branch office in Dallas, Tex. Company also has offices in N. Y., Chicago and L. A.

Allied Television Productions formed at 7 W. 44th St., N. Y., by Martin M. Colby, former account executive, WOR-TV New York, for tv program packaging and production.

Lone Ranger Inc., Beverly Hills, Calif., appoints Henry G. Saperstein & Assoc., Chicago, as merchandise directors.

FILM PEOPLE

David Savage, director of film procurement, NBC, appointed to newly-created position, director of station relations, Guild Films Co., N. Y.

MR. SAVAGE

Harris Katleman, director, tv literary dept., MCA Agency, Beverly Hills, Calif., to Goodson-Todman Inc. (tv film production), N. Y., as head of firm's Hollywood video production and charged with securing new properties and writers.

Reinald Werrenrath Jr., tv producer, NBC Chicago, resigned Nov. 1 to become independent tv film producer.

WHO PRODUCES IT?
WHO SELLS IT?
see the
BROADCASTING YEARBOOK
ADVERTISING DEADLINE
(proofs)
NOVEMBER 20
FINAL DEADLINE
DECEMBER 1
USE the BROADCASTING YEARBOOK!

TV'S COMPLEXITIES CITED AT GMA MEET

Importance of medium as sales tool is cited at Grocery Manufacturers Assn. convention by A. C. Nielsen, who adds that care should be exercised in planning its use.

TELEVISION can be an important sales tool for the food manufacturer, but nevertheless may upset "the best-laid plans for advertising coverage," Arthur C. Nielsen, president of A. C. Nielsen Co., told a session at the 46th annual meeting of the Grocery Mfrs. Assn. last week in New York. The three-day meeting ended Wednesday.

Among the characteristics of tv cited by Mr. Nielsen as leading to "serious problems" in advertising coverage were: variations in tv set ownership in the U. S., ranging from 41% in the South to 86% in the Northeast; limitations on ability to buy time on stations in all cities; variations in the audience reached from one city to another, and differences in the number of stations with which an advertiser must compete in each city.

Additionally, Mr. Nielsen said, television has had the effect of creating "disturbing variations" in coverage by radio program. He referred to Nielsen Radio Index facts on an "important" evening network radio program, showing that "impacts" (minutes delivered per week, per 1,000 radio homes) ranged from 59 in the Northeast to 159 in the Pacific.

Mr. Nielsen said this "jig-saw puzzle of enormous complexity" can be solved, pointing out that "reasonably uniform market coverage has been achieved by a skillful combination of network tv and network radio." In many cases, he said, the solution requires extensive use of local or spot tv and/or local or spot radio.

"Take my word for it that this is a research problem of a most difficult nature," Mr. Nielsen declared. "The general failure to solve it is suggested clearly by the fact that when the Advertising Research Foundation polled its members, seeking advice as to what research projects were deemed most acute and most urgent, "top priority" was given to this problem of tv and radio audiences in local markets.

Production Trend Reversed

As part of a panel exploring the meeting's theme of "Broadening Tomorrow's Market," Marion Harper Jr., president of McCann-Erickson, New York, discussed the role of advertising in the achieving of this objective. He recommended that food manufacturers reverse the trend of producting a product and sending it to stores for sale, by starting with the consumers and finding out their special preferences and their buying potential for a particular brand.

Similarly, Mr. Harper said, the modern advertising agency can help the manufacturer by serving as a "marketing agency" as well as an advertising agency. He urged "market-minded" management to call on the modern agency for assistance.

An executive panel discussing the question of "what will help the grocery industry to broaden tomorrow's market?" expressed confidence in the ability of advertising, including radio and television, to help "put over" new products. It was pointed out by several participants that there is "no cheaper way" to sell goods than through advertising. The panel consisted of Clarence Francis, former chairman of the board of General Foods Corp., chairman; John Fox, president, Minute Maid Corp.; Ned Fleming, president, The Fleming Corp.; Paul S. Gerot, president, Pillsbury Mills Inc.; O. E. Jones, executive vice president, Swift & Co.; C. P. McCormick, president, McCormick & Co.; G. C. Pound, president, Kraft Foods Co.; W. H. Vanderploeg, president, Kellogg Co., and W. Howard Chase, partner, Salvage, Lee & Chase. Paul S. Willis was re-elected president of GMA at the closing session on Wednesday. Other officers chosen were Mr. Gerot, first vice president; Mr. Vanderploeg, second vice president and Walter S. Shafer, vice president of Armour & Co., third vice president.

William A. Dolan, president of Wilbert Products Co., New York, was re-elected secretary, and B. E. Snyder, vice chairman of the board of the H. B. Davis Co., Hoboken, N. J., was re-elected treasurer. H. Russell Burbank, president of Rockwood & Co., Brooklyn, was named chairman of the finance committee and Robert B. Smallwood, president of Thos. J. Lipton Inc., Hoboken, was elected chairman of the public affairs committee. Charles W. Dunn of New York was re-appointed as general counsel.

New members of the association's board of directors are: Joel S. Mitchell, president of Standard Brands Inc., New York; W. M. Robbins, vice president of General Foods Corp., White Plains, N. Y.; R. Newton Laughlin, president of Continental Baking Co., New York; Jule P. Milier, vice president of the Pet Milk Co., St. Louis; R. E. Lambeau president of Larsen Co., Green Bay, Wis.; A. Q. Petersen, president of Wesson Oil & Snowdrift Co. New Orleans; John N. Curlett, executive vice president of McCormick & Co., Baltimore, and L. Ratzesberger, Jr., president of the Illinois Canning Co., Hoopeston, Ill.

Nearly 80% Have Replied To NARTB Beer-Wine Query

"FLOOD" of replies to NARTB's questionnaire asking stations to supply data on radio-tv beer and wine advertising has been "gratifying," NARTB President Harold E. Fellows said last week. Data is being tabulated by the NARTB Research Dept., of which Richard M. Allerton is manager.

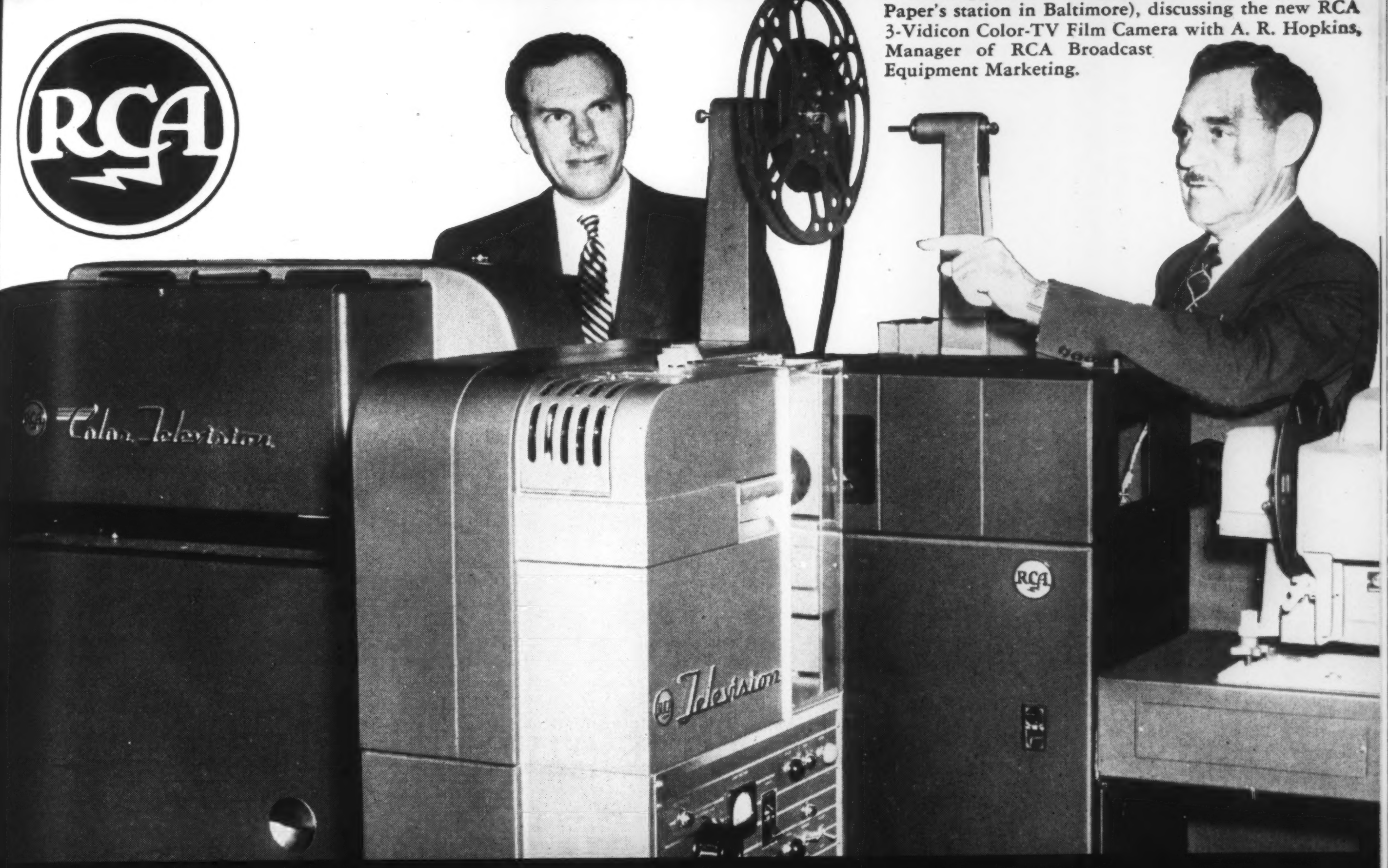
With almost 80% of all radio-tv stations having replied, Mr. Fellows said the research formula "guarantees a reliable reflection of the percentage of beer and wine advertising carried on all stations during every week of the year."

The information was sought from NARTB member and non-member stations at the suggestion of the House Interstate & Foreign Commerce Committee which considered legislation (HR 1227) proposing bans on beer-wine advertising.

N. H. Broadcasters Organize

STATE association, to be known as New Hampshire Assn. of Broadcasters, will be set up by stations in the state following a Nov. 4 meeting held in Manchester.

Named to the organization committee which will draw up papers were Frank Estes, WKNE Keene; Warren Journay, WKBR Manchester; Norton Virgien, WFEA Manchester, and Wallace Walker, WMUR Manchester. Next meeting will be held Dec. 8. Stations represented at the first meeting, besides those mentioned, were WTSV Claremont; WTSL Lebanon; WWNH Rochester; WLNH Laconia, and WMOU Berlin.



C. G. Nopper, Chief Engineer, WMAR-TV (the Sun Paper's station in Baltimore), discussing the new RCA 3-Vidicon Color-TV Film Camera with A. R. Hopkins, Manager of RCA Broadcast Equipment Marketing.

Now Delivering

RCA 3-V COLOR FILM AND SLIDE CAMERAS

A. R. Hopkins, RCA, and C. G. Nopper, WMAR-TV, inspecting control panel of the new "3-V" Color Film Camera—first one delivered from units now in production.

This 3-Vidicon Color-TV Film Camera handles 16mm, 35mm color film and slides.

- Multiplexing is automatic—interlocked with projector controls
- High Signal-to-Noise Ratio on color *and* monochrome—even with unusually dense film
- Excellent resolution and gamma
- Adequate reserve of light for dense film
- Color Fidelity as good as Image Orthicon
- Uses conventional TV projector, the RCA TP-6BC

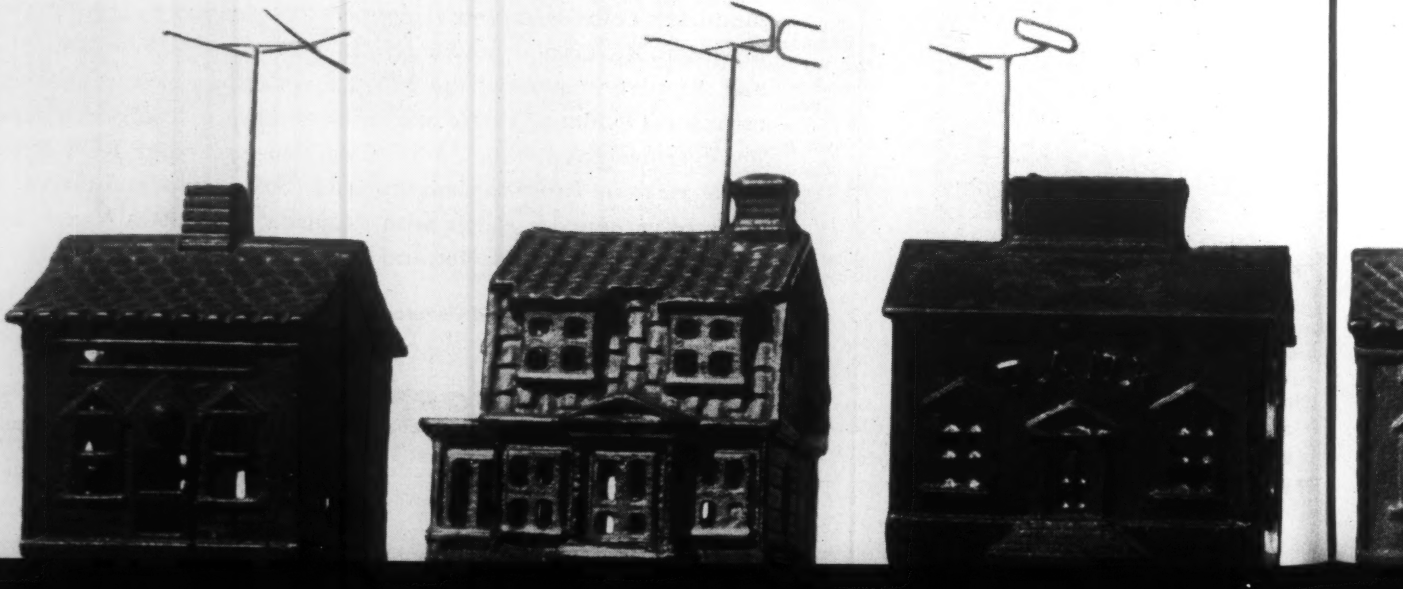
40 TV stations scheduled to receive "3-V" Color Film and Slide Camera equipments within 90 days

Within a few weeks 40 TV stations will be able to meet the demand for color film and slide programs. RCA is now producing and shipping in quantity the finest color TV film-and-slide camera ever designed — the "3-V." Now stations can supplement their color network shows with color motion picture film and slides. And they can do it the easy way—and at relatively low cost! For information on the RCA 3-V—the Color-TV Film and Slide Camera that excels all other approaches to color film reproduction—see your RCA Broadcast Sales Representative. In Canada, write RCA Victor, Ltd., Montreal.

RCA Pioneered and Developed Compatible Color Television

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION **CAMDEN, N.J.**

The one that gives the highest rat of



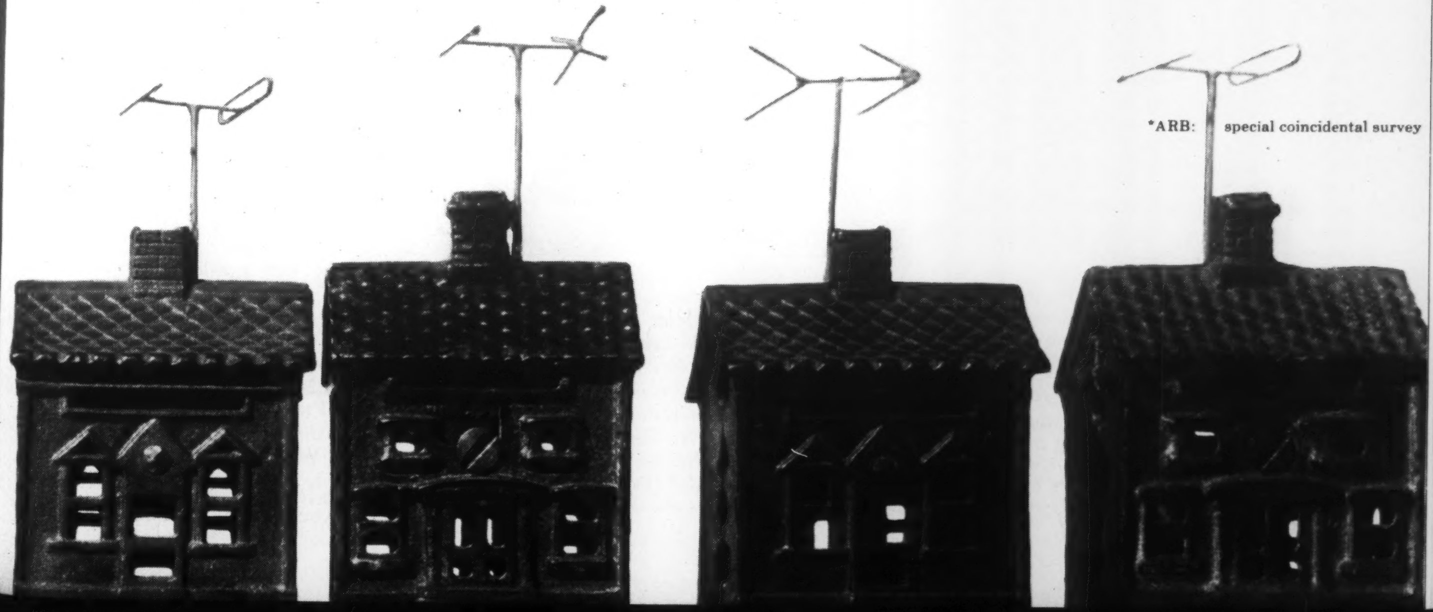
at of interest...

With all seven Los Angeles stations carrying the same program at the same time, KNXT paid off best with a 32.4 rating...47% of the entire viewing audience*...three times more audience than the second station...more audience, in fact, than the remaining five stations combined!

The program was a special anniversary salute to California, sponsored by the Bank of America, from 8 to 9 pm, Sunday, October 17.

There's one thing you can bank on in Southern California: whether you're celebrating an anniversary on seven stations or selling a product on just one station, you get the best return on every penny you invest with **KNXT**

CBS Television's Key Station in Hollywood. Represented by CBS Television Spot Sales



*ARB: special coincidental survey

KDKA CHOSEN BY SDX AS HISTORIC SITE

The first regularly-scheduled radio broadcast—1920 election returns newscast—will be commemorated.

KDKA Pittsburgh was selected as the subject of the 1955 Historic Sites in Journalism Memorial by Sigma Delta Chi, national journalistic fraternity, at its annual convention last Thursday in Columbus. The convention adopted unanimously a report submitted by a committee of the 22,500 member organization.

The site marking will commemorate the first regularly-scheduled radio broadcast—a newscast of the Harding-Cox election returns on Nov. 2, 1920. The committee recommended that consideration be given to the possibility of dedicating the award on the 35th anniversary of the newscast—on Nov. 2, 1955. The committee had also recommended that Sigma Delta Chi undertake installation of a special additional plaque during 1955 at the British Broadcasting Corp. underground studio in London [B•T, Aug. 2]. The Executive Council, however, recommended that the fraternity keep with precedent and mark only one site annually.

Chernoff Handling BBC Plaque

Arrangements for a plaque in the BBC studios is being handled by a broadcast committee headed by Howard L. Chernoff, West Coast broadcaster, with Edward R. Murrow of CBS assigned the duty of preparing the inscription.

Members of the SDX Historic Sites Committee which made the recommendation are Turner Catledge, managing editor of the *New York Times* (WQXR); Norman Chandler, publisher of the *Los Angeles Times-Mirror* (KTTV [TV]); Bill Henry, NBC Washington; Palmer Hoyt, editor and publisher of the *Denver Post;* Walter C. Johnson, Chattanooga, and Ken Clayton, *Chicago Tribune* (WGN-AM-TV), chairman.

KDKA received 21 votes as against 12 for the runner-up candidate and 11 for the next two.

The three-day SDX convention also considered a report from its committee on the Advancement of Freedom of Information. The report criticized "secret government" from the school board level to the White House and warned that unless newspapers, radio and television "rise up and fight on every side with all their might" efforts to exclude them from Congressional hearings and court rooms would be only the beginning. The report recommended formation of a separate national committee by SDX to take the story of freedom of information to all newsmen in all media. The report was referred by the convention to the incoming Executive Council. Committee chairman is V. M. (Red) Newton Jr., *Tampa Tribune* (WFLA). Jim Bormann, news director of WCCO-AM-TV Minneapolis, is radio-tv member.

Chicago was picked for the 1955 convention.

Keynote speaker last Thursday was John Cowles, president of the *Minneapolis Star & Tribune* (see story, page 36).

Increased restrictions on the press, radio and television may result from their invasions of the right of privacy, Dr. James E. Pollard, director of the Ohio State U. School of Journalism, said last Thursday. He addressed a forum session of the fraternity.

"If in the years ahead the press, the radio and television find more states through courts or by legislative action recognizing the right of privacy or strengthening it where it's now recognized," he said, "they will have only themselves to blame." This will occur, he said, because some of the media are overstepping the bounds of legality and ethics. He cited the Sheppard murder trial in Cleveland as a current example of "extreme reporting."

The Executive Council authorized further study of a project initiated last year to determine the feasibility of honor awards for radio and tv news reporting by undergraduate members.

Economic rather than editorial considerations may determine the future of journalism as a career, Richard W. Slocum, president of the American Newspaper Publishers Assn. and executive vice president of the *Philadelphia Bulletin* (WCAU-AM-TV) told the Sigma Delta Chi convention in Columbus last Thursday. He included radio and television in the journalistic field.

High costs of publication and of station operation, he said, must be coped with if journalism is going to remain attractive. He said that in the newspaper field, improved production methods looking toward greater automation together with improved editorial product give promise of providing the answers. He pointed to the doubled cost of newsprint, increased wages and increased competition to newspapers as posing the biggest problems.

Mr. Slocum urged journalistic students to become less interested in "security" and more concerned with daily contributions to newspapers and stations which "create security for both the operations and their jobs."

Alexander F. (Casey) Jones, executive editor of the *Syracuse Herald Journal* (WSYR-AM-TV) told the convention that "powerful forces" in the American Bar Assn. are determined to restrict detail reporting through restrictions which would cover civil and criminal cases.

He predicted that, as to newspapers, the proposals would be presented to the house of delegates of the ABA next August, as a revision of the so-called "Canon 20." As to Canon 35, barring courtroom photos as well as radio and television, he said, some newspapers have become subject to the pressure of state bar associations. He said improvement of relations is a matter of mutual education between the bar and the various media affected.

Within the last fortnight Mr. Jones said, the president of ABA invited the ANPA and the heads of radio and television organizations to discuss revision of Canon 35. But he pointed out such decisions have been held periodically since 1936 with no success. Nevertheless he regarded the invitation as an "encouraging sign."

Freer to Manage NARTB's 1955 Convention Exhibit

BARRY BRIAN FREER will manage the 33d annual NARTB convention exhibit to be held in Washington during the week of May 22, 1955. In announcing the appointment NARTB President Harold E. Fellows said Mr. Freer has been sales vice president of Theodore John Christensen, Inc., Arlington, Va., and before that assistant manager of the Greater National Capital Committee, District of Columbia convention - visitors bureau.

MR. FREER

Mr. Freer succeeds the late Arthur C. Stringer.

AP, Md.-D. C. Associations Meet Together in Baltimore

NEWS sales clinic of Chesapeake AP Radio-Tv Assn. and a meeting of the Maryland-D. C. Radio & Tv Broadcasters Assn. were combined in Baltimore Friday.

Joseph L. Brechner, WGAY Silver Spring, presided as president of the Md.-D. C. association with R. C. Embry, WITH Baltimore, heading the Chesapeake group.

Participating in panel on sale of news and special features were Herman Paris, WWDC Washington; Alfred E. Burk, WBAL Baltimore, and Jack F. Davis, AP, New York. Clayton R. Sanders, Peoples Drug Stores, Washington, led a panel on radio-tv news from a sponsor's viewpoint. On the panel were Harold Fair, Bozell & Jacobs, and Arthur

FOLLOWING installation of Oliver Treyz (4th l) as the first president of Television Advertising Bureau, seven of the 10 members of the TvB board of directors pose with their new president. L to r: George B. Storer Jr., Storer Broadcasting Co.; W. D. Rogers Jr., KDUB-TV Lubbock, Tex.; Richard Moore, KTTV (TV) Los Angeles, and board co-chairman; Mr. Treyz; Clair R. McCollough, WGAL-TV Lancaster, Pa., also TvB board co-chairman; Merle S. Jones, vice president, CBS-TV New York; Lawrence H. Rogers, WSAZ-TV Huntington, W. Va., and chairman of the TvB membership committee, and Roger W. Clipp, WFIL-TV Philadelphia. TvB directors not present were Campbell Arnoux, WTAR-TV Norfolk; Kenneth L. Carter, WAAM-TV Baltimore, and H. W. Slavick, WMCT (TV) Memphis.

Goldman, Gunther's beer. C. Leslie Golliday, WEPM Martinsburg, W. Va., led a panel on sale of news by independents. Other members were Charles Irwin, WASA Havre de Grace; Alan Long, WFMD Frederick, and Dick Rudolph, WITH Baltimore.

Donald D. Hoover, Bozell & Jacobs, and Robert Daiger, Van Sant, Dugdale & Co., conducted a panel on agency handling of radio-tv news. David V. R. Stickle, WMAR-TV Baltimore, led a tv news programming and sales discussion. With him were Joel Chaseman, WAAM (TV) Baltimore; Tom White, WBAL-TV Baltimore, and Mr. Fair. Thad H. Brown Jr., NARTB radio vice president, was luncheon speaker.

ANPA Ad Official Minimizes Radio, Tv

IN AN ATTEMPT to minimize the importance attached to radio's reputation as the medium with the lowest cost-per-thousand, Allen B. Sikes, field director of the Bureau of Advertising of the American Newspaper Publishers Assn., last week asserted that cost-per-thousand is a "meaningless" yardstick because it ignores other advertising and marketing requisites.

Mr. Sikes told members of the Advertising Club of New Haven last Tuesday that cost-per-thousand claims fail to take cognizance of three considerations, which he described as follows:

"One of the great fallacies of cost-per-thousand is the belief that any 1,000 consumers are just as good prospects for a given product as any other 1,000. A second great fallacy is that any medium is as good a vehicle for a particular product story as another. The third great fallacy concerns the skill with which the medium is used. . . . A problem which cost-per-thousand advocates ignore completely. Actually, cost-per-thousand is determined very largely by the copy's ability to claim and hold the attention of the audience and to deliver a convincing message. In other words, the advertiser, to a considerable extent, makes his own rate."

No Good for Chili

To buttress his claim on consumer types, Mr. Sikes cited the story of a television program which is popular generally throughout the country and reaches 40% of the television homes in Cincinnati and 7% in Dallas-Ft. Worth. Mr. Sikes acknowledged this program "might work out well for a brewer," but said "the guy selling chili con carne, which is highly popular in the Southwest, would simply be wasting his money."

Asserting non-belief in cost-per-thousand comparisons, Mr. Sikes said other leaders in the advertising and media research field share his view. He quoted researchers Alfred Politz and Dr. Daniel Starch, and Ben Duffy, BBDO president, as examples.

He told his audience that many comparisons that radio and tv offer in competition with newspapers are in "serious error." Among these he listed the matching of a given time on radio or tv with a particular space unit in a newspaper or magazine. He said that "if media as a whole cannot be compared realistically, doesn't it follow that you can't compare a given length of time on radio or tv with a color page in a magazine or a half- or full-page newspaper ad?" He continued:

"There is also the practice of measuring a radio or tv program rating against the readership rating of an ad in a magazine or newspaper. If there's any common denominator at

busy hands in a big market

they make business

BOOM in Flint!

Flint is a big (293,400) busy market. And the ladies do their share. They help to earn and spend $6,999* per household in Flint . . . a big 33% above the national spendable income average. That's why Flint annual retail sales are a solid 62%* above the national average. And they're due to go up! New car models are on their way to you right now . . . and that means more work than ever for Buick, Chevrolet, Fisher Body, AC Spark Plug, and Ternstedt.

Get your share of this huge retail dollar. Get it for sure when you use WFDF. Call Katz now!

*1954 Consumer Markets

wfdf

32 years of service

FLINT·MICHIGAN

nbc affiliate

REPRESENTED BY THE KATZ AGENCY Associated with: WFBM, AM & TV Indianapolis—WEOA Evansville—WOOD, AM & TV Grand Rapids

now see this...

RENEWED AGAIN... 65 FIRST RUN PIX AVAILABLE

... a See-Worthy Series goes Full Speed Ahead!

for a television series is measured in three ways—RATINGS, sponsor SALES, UTP SALES.

check the starboard side.

were so good —100 % of all sponsors RE-NEWED after original run.

sponsors

have already started RE-NEWING AGAIN FOR THE *THIRD* TIME, including—STANDARD OIL OF CALIFORNIA, STROHS BEER, FALLS CITY BEER, SEARS ROEBUCK, PEYTON PACKING CO., STANDARD HUMPTY DUMPTY STORES and...

production

will remain steady as you go—with 26 MORE—NEW HALF HOUR WATERFRONT'S now in production.

tootin' our own whistle

We may be "Tootin' our own whistle"—but you would too!!

WATERFRONT SALES HAVE GROSSED OVER $1,250,000.00

WATERFRONT IS RUNNING IN OVER 110 MARKETS

and all of this in just 7 short months...

set your sales

with WATERFRONT — check the RATINGS — the SPONSORS—the MARKETS—AND THE RE-NEWALS —you'll agree.

65 First Run Half-Hours Still Available In Some Markets. Don't Miss The Boat—Call Today!

WATERFRONT's diversified sponsors

WATERFRONT appeals to every member of the family AND every type of sponsor—from oil to banks... from beer to ice cream.

12 BEERS... 5 DEPARTMENT STORES... 4 ICE CREAM AND DAIRI ...3 OIL COMPANIES... 3 GROCERY CHAINS... 3 MAJOR MEA PACKERS... 2 AUTOMOBILE DEALER ASSOCIATIONS... BANKS... INSURANCE COMPANIES... AND MANY MORE!

set your sales with

WATERFRO

PRESTON FOSTER

stars as Cap'n John

"FOSTER believable as rugged skipper of a tug who knows his business, "a man of action when the chips are down" . . . Billboard

By sponsors throughout the country PRESTON FOSTER is christened— "CAP'N COOPERATION" for his efforts in making each sponsor's sales drives complete—from sales meetings to personal calls to filmed commercials.

MAKE USE OF PRESTON FOSTER YOURSELF - FIT HIS TALENT TO YOUR OWN SALES NEEDS.

don't miss the boat . . .

CALL . . . WIRE . . . WRITE—TODAY!

United Television Programs, Inc.

HOME OFFICE

HOLLYWOOD
650 N. Bronson
HO 9-8321

NEW YORK
444 Madison
PLaza 3-4620

CHICAGO
360 N. Michigan
CEntral 6-0041

OFFICES LOCATED IN HOLLYWOOD • NEW YORK CHICAGO • DETROIT • MINNEAPOLIS • PITTSBURGH ST. LOUIS • KANSAS CITY • ATLANTA • NEW ORLEANS DALLAS • BUFFALO • SAN FRANCISCO • PARIS, FRANCE

check these top RATINGS

1st* in HOUSTON 40.4 ARB
1st* in SAN DIEGO 24.5 ARB
2nd* in DETROIT 30.3 ARB
2nd* in LOS ANGELES 34.7 ARB
(4th consecutive month)
2nd* in FRESNO 49.5 ARB

and others like:

ST. LOUIS (Pulse) 45.0
PITTSBURGH (ARB) 35.5
DAYTON (Pulse) 29.0
MILWAUKEE (Telepulse) 31.8
OKLAHOMA CITY (ARB) 32.0
SEATTLE (ARB) 28.8

*and National Rankings**

June, 1954

Sponsor-Telepulse
4th show NATIONALLY

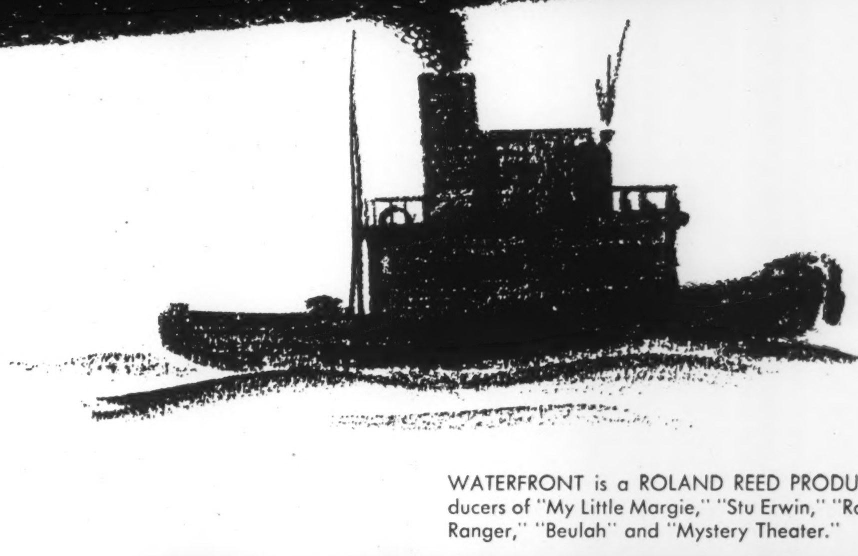
Billboard-Pulse
5th show NATIONALLY

Videodex
6th show NATIONALLY

That's quite a record in 7 months. If you'd like more rating information, write your UTP representative.

**Syndicated or spot.*

NT



WATERFRONT is a ROLAND REED PRODUCTION . . . producers of "My Little Margie," "Stu Erwin," "Rocky Jones, Space Ranger," "Beulah" and "Mystery Theater."

BARBERSHOP song festival at the NARTB District 12 meeting, held at Ponca City, Okla., held this group's attention. L to r: seated, L. A. Blust Jr., KTUL Tulsa; Mrs. Bess Wyse, KWBW Hutchinson, Kan.; Grover C. Cobb, KVGB Great Bend, Kan.; Cy Casper, WBBZ Ponca City; standing, Wade Barnes, General Teleradio; Richard Campbell, KOTV (TV) Tulsa; Frank S. Lane, KRMG Tulsa; Russell Lamb, KVOO-TV Tulsa, and Robert L. Pratt, KGGF Coffeyville, Kan.

TEXANS at NARTB's District 13 meeting last week included (l to r): seated, Jack Harris, KPRC Houston; Louis R. Cook, KNOW Austin, new president, Texas Assn. of Broadcasters; standing, Frank Smith, KRIS Corpus Christi; Martin B. Campbell, WFAA Dallas; Barney Ogle, KRGV Weslaco, TAB secretary-treasurer, and Richman G. Lewis, KTRE Lufkin, TAB vice president.

all, it would be the measurement of page readership against program rating, for the simple reason that a program rating cannot properly be regarded as a commercial rating. To cite Starch again, his organization found that the average tv commercial is seen by 41% of the program viewers, and the commercial rating often goes as low as 15% of the viewers."

Mr. Sikes claimed that print advertising permits actual selection of prospects to "a much greater degree than broadcast media," contending that the reader of a newspaper or magazine reads it because he is "interested in the product advertised." In radio and television, Mr. Sikes said, the audience is interested in the program and hears and sees the commercial "only incidentally."

White, Fellows, Baker On RTNDA Meeting Agenda

PAUL WHITE, KFMB San Diego, will deliver the keynote address at the annual meeting of Radio-Television News Directors Assn., opening Thursday at the Sheraton Hotel, Chicago. James A. Byron, WBAP Fort Worth, RTNDA president, will preside.

Harold E. Fellows, NARTB president, will address the opening lunch of the the three-day meeting. Charles Day, WGAR Cleveland, will preside at an afternoon radio news workshop.

Friday's program opens with a tv workshop led by Harold Baker, WSM Nashville. Flanking him will be Ralph Renick, WTVJ Miami; Frank McCall, NBC, and Mr. Byron. An afternoon business session includes reports by the nominating committee, with Jack Krueger, WTMJ Milwaukee, chairman; constitution committee, Mr. Baker, chairman; freedom of information, Charles Roeder, WCBM Baltimore.

The sponsor's viewpoint will be discussed Saturday in a panel led by Jack Shelley, WHO Des Moines. Taking part will be David Anderson, Standard Oil Co.; James Luce, J. Walter Thompson Co., and Charles Harding II, Buchanan-Thomas.

Dr. W. R. G. Baker, vice president of General Electric Co., will address the Saturday luncheon. An afternoon business meeting includes reports by Dick Cheverton, WMT Cedar Rapids, Iowa, for the membership committee; Bob Grant, KRNR Roseburg, Ore., for the national wire service policy committee, and James Monroe, KCMO Kansas City, for the convention sites committee.

Sig Mickelson, CBS news director, will deliver the address at the Saturday banquet. Tom Eaton, WTIC Hartford, will report awards.

District Meets End; Attendance Gains

NARTB's annual series of district meetings closed last week with total registration of 1,617 for the 17 sessions compared to 1,480 registered in 1953, according to unofficial tabulations. The 1954 attendance also exceeded 1952, when 1,424 were registered.

The 1954 meetings got off to a slow start—the three northeastern areas showed total registration of 338 compared to 385 a year ago. With District 4 (Va., D. C., N. C., S. C.), attendance started to pick up and improvement was noted in most parts of the country as the series moved westward.

Unofficial figures show that District 10 (Iowa, Mo., Neb.) had the highest attendance this year, with 132 registered. Close behind was District 13 (Texas) with 125, which met last Tuesday and Wednesday. The Texas meeting wound up the annual series.

Attendance figures (unofficial) for the 17 districts follow.

Dist.		1954	1953
1	(New Eng.)	108	129
2	(N. Y., N. J.)	109	114
3	(Pa., Del., W. Va.)	121	142
4	(N. C., S. C., Va., D. C.)	119	88
5	(Ala. Fla., Ga., P. R.)	66	86
6	(Ark., La., Miss., Tenn.)	96	102
7	(Ky., Ohio)	74	82
8	(Ind., Mich.)	80	69
9	(Ill., Wis.)	61	65
10	(Iowa, Mo., Neb.)	132	98
11	(Minn., N. D., S. D.)	69	75
12	(Kan., Okla.)	61	65
13	(Texas)	125	82
14	(Mtn. States)	114	66
15	(Calif., Nev., T. H.)	95	72
16	(Ariz., Calif., Nev.)	74	59
17	(Wash., Ore., Alaska)	113	86
	TOTAL	1,617	1,480

Kenyon Brown, KWFT Wichita Falls, presided at the Texas meeting as district director. Named to the resolutions committee were Dave Morris, KNUZ Houston; Alex Keese, WFAA Dallas; Louis Cook, KNOW Austin; C. B. Locke, KFDM Beaumont, and Harry Stone, KCEN-TV Temple. Henry B. Clay, KWKH Shreveport, La., was radio guest speaker. Robert D. Swezey, WDSU-TV New Orleans, was tv guest.

Sales Incentive

Mr. Clay, chairman of the NARTB Radio Board, advocated payment of salesmen on an incentive basis. "They are successful in selling not only because of the facilities but primarily because of the fact that they sell ideas—program ideas, spot ideas—not just time," he said. "In some cases we like to have the advertiser himself read his own copy on the air. When this happens he will get a lot of comments, further convincing him that he has made a good buy.

"We make it a point to keep up with what the other stations are doing just as an evening newspaper watches the ads of a morning newspaper and *vice versa*. We like to sell on the basis of the data we possess, which is as factual as possible. We know that radio is the lowest cost advertising medium in the world and we intend to make the most of it." He advocated aggressive promotion of stations and integration of the microphone into the community.

Mr. Swezey said color "already is upon us," and in a short time will completely overlap black-and-white. Commercial packaging alone can bring about this result, he said, reminding that manufacturers spend millions on packaging to obtain easy recognition.

As to programming, he said there is no excuse for inferior service and warned the

TV'S MOST IMPORTANT FILM PROGRAM

WASHINGTON SPOTLIGHT

featuring

Distinguished Washington Observer,

Marquis Childs

and

The Men Who Make the News

candidly discussing the vital issues of the day

WASHINGTON SPOTLIGHT

A stirring fifteen minutes, filmed weekly in Washington, the capital of the free world, and the NEWS capital of *all* the world.

TIMELY AS THIS VERY MINUTE
BUDGET PRICED FOR TODAY'S TV MARKET

XII
IX
III
IV

For remaining availabilities, write, wire, or, better yet, phone:

STANDARD TELEVISION

321 SO. BEVERLY DRIVE, BEVERLY HILLS, CALIF.
TELEPHONE: CRESTVIEW 4-6869

industry must not be "too intent on a quick buck." He urged stations to resist client pressure and regretted that advertisers are loath to gamble on new program ideas, preferring tested formats. He contended tv commercials are "generally pretty good," citing Gillette as an example. Government "dirty looks," he said, have helped engender special interest groups, including the prohibition lobby.

Participating in a tv panel were C. W. Rembert, KRLD-TV Dallas; W. D. Rogers Jr., KDUB-TV Lubbock; Jack Harris, KPRC-TV Houston; Millman Rochester, KRGV-TV Weslaco; Harold Hough, WBAP-TV Fort Worth, and Ralph W. Nimmons, WFAA-TV Dallas.

Resolutions followed the general pattern of other district meetings.

TEX. BROADCASTERS ELECT COOK PRES.

AUTO radio sets give the advertiser a medium whose circulation exceeds the five largest magazines combined, Adrian Murphy, CBS Radio president, told the Texas Assn. of Broadcasters at a Monday meeting in Houston.

Mr. Murphy addressed the luncheon session. Other TAB speakers included Oveta Culp Hobby, Secretary of Health, Education & Welfare, and FCC Comr. Robert E. Lee (see separate story, page 98).

After showing the CBS Radio film, "Tune in Tomorrow," Mr. Murphy said the Advertising Research Foundation-Politz study showed that less than 4% of the nation's households are beyond the reach of broadcasting. He said CBS Radio's confidence in the future "is considerably more tangible than an ingredient for speeches." He explained, "We know that radio's long-term future is assured and we are backing this conviction with a great deal of thought, talent and money. Witness Bing Crosby's return to the air five nights a week" [B•T, Nov 8].

Attendance of 189 at the TAB meeting set an alltime record and ran well ahead of the registration at the Texas NARTB district meeting Tuesday and Wednesday. Louis Cook, KNOW Austin, was elected president to succeed William Deason, KVET Austin. Richman G. Lewin, KTRE Lufkin, was elected vice president and Barney Ogle, KRGV Weslaco, secretary-treasurer. Board members are David H. Morris, KNUZ Houston; Bob Bradbury, KPET Lamesa; Jack Hawkins, KRIG Odessa; W. C. Fouts, KSFA Nacogdoches; George Cranston, WBAP Fort Worth.

Taking part in a panel that covered such topics as audience measurement and agency recognition standards were William Bryan, A. S. Black & Co.; Earl Richards, Foote, Cone & Belding; Richard Laughlin, Laughlin Assoc.; Dave Ritchie, Ritchie Agency, and Robert Taylor of Aylin Inc.

Taking part in a tv panel led by Mr. Cranston were Harry Stone, KCEN-TV Temple; James M. Gaines, WOAI-TV San Antonio; Mr. Ogle, and W. D. Rogers Jr., KDUB-TV Lubbock. John F. Meagher, NARTB radio vice president, spoke following this session.

A morning discussion of radio programming in tv markets was led by Alex Keese, WFAA. Participating were Tom Dillahunty, KOSY Texarkana; Bob A. Roth, KONO San Antonio, and Kenneth Bagwell, KXYZ Houston.

Texas Daytimers Back DBA In Fixed Hours Proposals

DAYTIME Broadcasters of Texas voted Monday to support the national Daytime Broadcasters Assn. in its petition to the FCC asking fixed operating hours from 5 a.m. to 7 p.m. the year round. Seven more stations joined the Texas group, which met after the regular meeting of the Texas Assn. of Broadcasters.

W. C. Fouts, KSFA Nacogdoches, presided at the daytime meeting. Ray Livesay, WLBH Mattoon, Ill., national DBA president, reviewed the campaign in opposition to FCC's March 1954 proposal to set up a transitional period in the late afternoon before sunset and two hours after sunrise. He told of developments in the fixed-hour situation.

Joe M. Leonard Jr., KGAF Gainesville, was elected a director of DBA representing Texas. The national organization now has 180 members.

CARTA Breakfast to Hear Lee

FCC Comr. Robert E. Lee and the Rev. Theodore M. Hesburg, president of Notre Dame U., will be guest speakers at the seventh annual communion breakfast of the radio, television and advertising industries to be held Nov. 28 at the Waldorf-Astoria, New York. The breakfast will be presented for the first time under the auspices of CARTA, newly-organized Catholic Apostolate—Radio, Television and Advertising, which has a membership of 2,000 in the three industries. Toastmaster at the breakfast will be John Patrick Costello of NBC. Jack Sterling, CBS radio and television performer, will be m.c.

FOUR NARTB directors appear in this group at the Texas district meeting held last week. L to r: Ray Jones, KGUL-TV Galveston; W. D. Rogers Jr., KDUB-TV Lubbock, tv director; Kenyon Brown, KWFT Wichita Falls, District 13 director; Ray Herndon, KTRH Houston; Harold Hough, WBAP-TV Fort Worth, tv director; David Morris, KNUZ Houston, and Al Johnson, KGBS-TV San Antonio and KOY Phoenix, District 16 director.

'The Scoop Is Gone'

CARL E. LINDSTROM, executive editor of the *Hartford* (Conn.) *Times* (WGTH), told newsmen the "day of the scoop is gone" because of the competition of the faster radio and television services. The time the newspaper reaches the home, he said, is less important than what it contains when it gets there. But he deprecated radio and television as "superficial media."

Mr. Lindstrom told SDX newspapermen to stop panicking before the competition of radio and television. He sharply criticized the newspaperman's tendency to reach out impulsively for new editorial technique, particularly inveighing against "that vague and treacherous no man's land called interpretive writing."

AFA Forms Dist. 9, Wichita; Dist. 1 Hears Talk on Color

ORGANIZATION of a new district of the Advertising Federation of America and an annual meeting held by an established district were announced last week by AFA.

Delegates from seven advertising clubs representing five states attended an organizational meeting Nov. 6 in Wichita, Kan., where AFA district 9 was formed. Ken E. Johnson, vice president of the Kansas State Bank, Wichita, was elected governor. Other officers elected were: Mort Wells, Lowell Nicholas, Charles Woods and Mary Brown. The organization committee was directed by Elon G. Borton, president and general manager of AFA.

The first district of ANA held its yearly conference in Worcester, Mass., last week. The group was addressed by Lorain Fawcett, president of All-Color Inc., New York, who termed color "the space ship in the development of American advertising." Leonard Shaw was elected governor of the district; Paul C. Provandie, first lieutenant governor; Joseph Kilbride, second lieutenant governor, and Betty Gunning, treasurer.

RETMA Committees, Sections Meet in Chicago, New York

A SERIES of committee and section meetings will be held by Radio-Electronics-Tv Mfrs. Assn. at a three-day fall conference starting Wednesday at the Palmer House, Chicago. James D. Secrest, RETMA executive vice president, said the schedule includes a discussion of subscription tv and a report on developments in the field.

RETMA's committee looking into satellite and special-service tv stations will meet Wednesday morning at the Roosevelt Hotel, New York. Ben Adler of Adler Communications Labs is chairman.

The RETMA board will meet Friday in Chicago after two days of committee and section-division discussions. Max F. Balcom, RETMA chairman, will preside.

RTES Session Features Research Fundamentals

FUNDAMENTALS in the use of research—both qualitative and quantitative—in the buying and selling of time were outlined by Robert E. Dunville, president of Crosley Broadcasting Corp., and Frank Minehan, media vice president of Sullivan, Stauffer, Colwell & Bayles at a Radio & Television Executives Society seminar in New York last week.

Noting that there are 10 primary types of media and a wealth of research information available on them, Mr. Minehan stressed that there can be no specific pattern for developing a media plan in building an advertising campaign. Such basic questions as the product to be sold, its merits, the type of customer to be reached, his location, and the best time of day (or year, in the case of seasonal products) to reach him must all be taken into consideration, he asserted.

Without identifying the products, he cited examples of specific campaigns—all successful —where only broadcast media were used, where only print was employed, and where broadcast and print media were combined.

Mr. Dunville stressed the need for more qualitative research and described WLW Cincinnati's weekly surveys in this field. To back up his emphasis on the importance of such research, he cited the general belief that wrestling on television appeals to men in the 30- to 40- or 50-year-old group. Yet, he said, "an analysis of wrestling in the Midwest had indicated . . . that 47% of the wrestling television audiences are women, and of the 47%, over 60% were 40 years old or older." On the other hand studies show that professional boxing bouts appeal "to 97% men, slightly less than 3% women, and the age group is from 20 to 45 predominately."

Mr. Dunville also pointed out that WLW studies showed that margarine, although it is using tv more and more, is bought most heavily in rural areas. And village and farm residents were found to buy 40% more home permanents than do urban residents, he noted. Further, he asserted, "the program with the highest audience does not necessarily do the best advertising job for any given product."

The meeting was the third in a series of weekly time buying and selling seminars being conducted by RTES. Mary McKenna, director of research and sales development for WNEW New York, was moderator. This week's session will feature Earl M. Johnson, MBS vice president in charge of engineering and station relations, and Robert L. Coe, DuMont Tv Network station relations manager, in a discussion of practical engineering factors that govern intelligent timebuying, with Frank E. Pellegrin, partner in H-R Representatives and H-R Television Inc., as moderator. The seminars are held Tuesdays at luncheon sessions at Toots Shor's restaurant.

BAB Brochure Stresses Impact of Radio Shows

AVERAGE dramatic radio show reaches more than 5 million homes during a four-week period, BAB reported last week. The exact number of homes—5,037,768—represents more than one in every 10 U. S. radio families the bureau said.

The 13th of a series on net, or unduplicated, audiences for different types of radio programming and announcement schedule is contained in the four-page color brochure, "The Cumulative Audience of Dramatic Radio Programs," now being circulated to members.

Also presented is the number of sales messages heard per family, BAB said, noting that its report, based on information from A. C. Nielsen Co., did not include mystery shows or daytime serials.

N. D.'s Krause Again Hits NCAA's Football Coverage

NCAA's controlled football television program was branded last Monday by a Notre Dame spokesman as an "artificial and reactionary system that is no good." Ed (Moose) Krause, ND athletic director, made the charges in a talk before the Quarterback Club of Chicago.

At the same time, Mr. Krause claimed that a regional tv plan, repeatedly recommended by the Big Ten, "is a step in the right direction." He acknowledged that Notre Dame would like all its own games televised—locally, regionally or nationally—"but never have we planned in our mind to do so." He added his belief that the National Professional Football League is doing "a better job of selling [its] product through television. We need to take advantage of this advertising medium, too."

Learn People's Likes, Then Plan Ads, Smith Tells MAB

ADVERTISERS should "get reacquainted with people," and then redesign their advertising and promotion efforts, John H. Smith Jr., NARTB public affairs manager, told Maine Assn. of Broadcasters and Portland Ad Club at a joint meeting last Tuesday.

He suggested media and advertising personnel

Strong Pull

. . . keeps viewers tuned to

KMJ·TV

FRESNO • CHANNEL 24

the FIRST TV station in California's San Joaquin Valley

KMJ-TV pioneered television in this important *inland* California market. The strong pull of top local programming plus NBC and CBS network shows continue to make it this area's most-tuned-to TV station.* *KMJ-TV is your best buy in the Valley.*

Paul H. Raymer, National Representative

*KMJ-TV carries 24 out of the 25 top-rated nighttime programs, 6 out of the 10 top-rated daytime shows in the Fresno area. *(March 1954 ARB report)*

BIN

G

Across the board five nights a week on the CBS Radio Network

STARTS NOVEMBER 22

Crosby sings and talks in radio's most winning new show—five nights a week, fifteen minutes a night. And whatever he talks *about*, there'll be guests to fit every subject: show business, sports, philosophy, or a word or two on the ponies. Coming at 9:15 (EST) it fits right in the middle of a fabulous CBS Radio line-up that's exactly right for informal nighttime listening. Just *before* Bing, on various nights, there's Perry Como, Stop the Music, Rosemary Clooney. Right *after* him, every night, the Amos 'n' Andy Music Hall. This is the crowd that *draws* the crowd, and the sponsor who sells here is wise. For with The Bing Crosby Show the advertiser will find himself pleasing all the people who'll buy his product... (as well as the people who sell it). And when so many enthusiasts get together, *costs come out next-to-nothing!*

find out what people like and don't like as well as what they are saying and then review their suggestions and gripes. In discussing the advantages of radio, he warned that it is neither personal nor human when employed for "screaming commercialism, long-winded boredom, contrived situations outside the ken of experience and irritating noise."

Fellows Says Radio, Tv Are Constant Targets

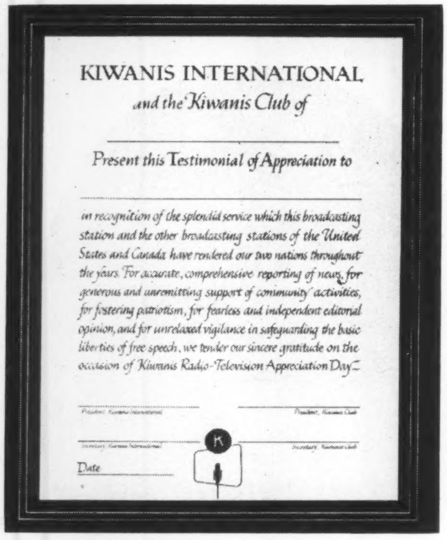
BROADCAST media are subjected unduly to "slings and arrows" because they operate in a "goldfish bowl," NARTB President Harold E. Fellows said in acknowledging a salute by Kiwanis International to National Radio & Television Week. Writing Don Engdahl, Kiwanis president, Mr. Fellows stated the industry "is especially sensitive and responsive" to criticism.

Mr. Fellows wrote that B•T "hit the nail right on the head" in its Oct. 25 editorial suggesting broadcasters "ought to give a medal to the Kiwanis International for reminding broadcasters that they have a great medium worthy of being saluted once a year."

Advertising Credit Men Hold First Annual Meet

FIRST ANNUAL meeting of the Advertising Media Credit Executives Assn. was held Oct. 21-22 in St. Louis with delegates attending from 19 states, Washington, D. C., and Canada.

Officers elected were: Robert T. Holman, credit manager, *Cleveland Press*, president; Arthur Gerecke, credit manager, *St. Louis Post Dispatch* (KSD-AM-TV), vice president; L. F. Sullivan, credit manager, The Register & Tribune Co., Des Moines, secretary, and Mrs. Hermine Fischer, *Christian Science Monitor*, Boston, treasurer.



KIWANIS INTERNATIONAL
and the Kiwanis Club of

Present this Testimonial of Appreciation to

in recognition of the splendid service which this broadcasting station and the other broadcasting stations of the United States and Canada have rendered our two nations throughout the years. For accurate, comprehensive reporting of news, for generous and unremitting support of community activities, for fostering patriotism, for fearless and independent editorial opinion, and for unrelaxed vigilance in safeguarding the basic liberties of free speech, we tender our sincere gratitude on the occasion of Kiwanis Radio-Television Appreciation Day—

President, Kiwanis International — President, Kiwanis Club

Secretary, Kiwanis International — Secretary, Kiwanis Club

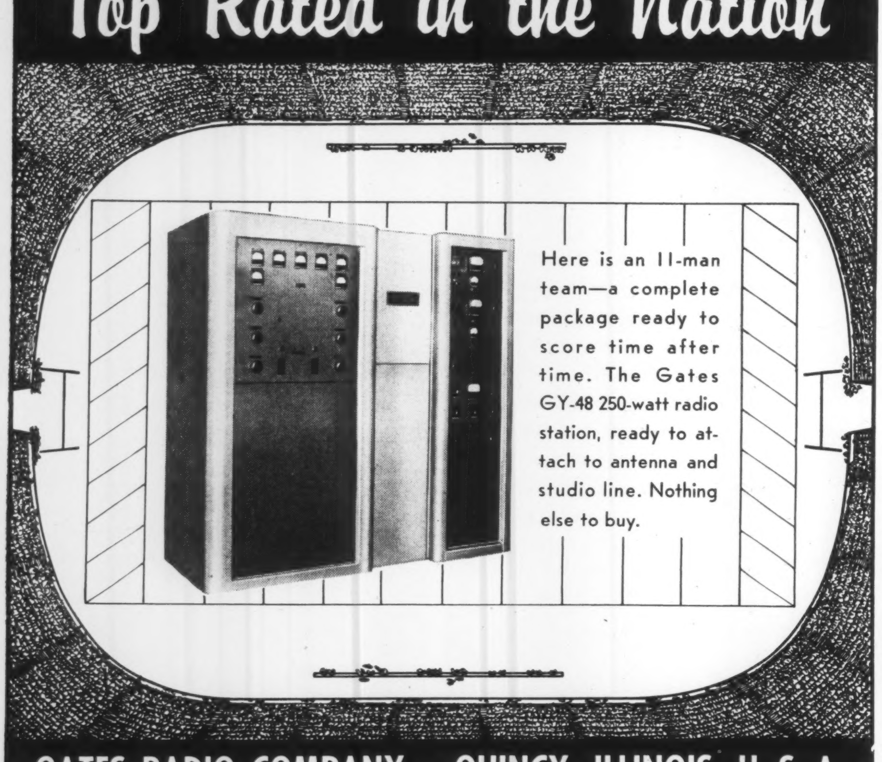
Date

◄ Facsimile of Kiwanis award.

The board of directors includes, in addition to the officers: Henry G. Baker, credit manager, The Oklahoma Publishing Co., Oklahoma City; Samuel B. Goodman Jr., The Evening Star Newspaper Co., Washington; Royce Sehnert, credit manager, Wichita Eagle Publishing Co., Wichita; Chet Billings, assistant manager, Meredith Publishing Co., Des Moines; J. Lester Moore, credit manager, *Atlanta Journal-Constitution* (WSB-AM-TV); John F. Clarke, credit manager, *Toronto Star* and *Star Weekly*, Toronto, Ont.; Everett O. White Jr., Providence Journal Co., Providence, R. I., and Gilbert W. Sites, credit manager, The Times-Mirror Co. (KTTV [TV]), Los Angeles.

The AMCEA organization is open to radio-tv, magazine, trade journal and newspaper credit executives.

Top Rated in the Nation



Here is an 11-man team—a complete package ready to score time after time. The Gates GY-48 250-watt radio station, ready to attach to antenna and studio line. Nothing else to buy.

GATES RADIO COMPANY • QUINCY, ILLINOIS, U. S. A.

Chicago Group Lays Plans For Broadcast Adv. Council

GROUND was spaded in Chicago last week for emergence of a new broadcast advertising council with regular membership luncheons slated to get underway early in 1955.

The organization, patterned somewhat after the New York Executives Club and representing diverse elements of the radio-tv advertising field, will be headed by Peter Cavallo, radio-tv director, J. Walter Thompson Co. The new BAC emerges as a result of a mid-year merger of the Chicago Television Council and Broadcast Executives Club of Chicago, formerly the old Chicago Radio Management Club.

The council's primary purpose will be to sell all broadcast advertising and will comprise members from the agency, advertiser, package program, network, station and station representative fields, it was understood. Five members each from the CTC and BECC will serve as board members, subject to council approval.

Sterling C. Quinlan, vice president in charge of ABC o&o WBKB (TV), and John Cory, Free & Peters, will circulate a joint letter sometime this week, explaining the merger and the new council's functions and listing new officers.

In line with its intent to sell all broadcast media, the council's founding group chose an agency executive, Mr. Cavallo, in preference to any from network or station circles as more nearly reflecting its aims and purposes.

Wile Discusses Color Outlook At Meeting of L. A. Ad Women

COLOR tv sets sales will exceed those of black-and-white within 10 years, with live tv broadcasts in full color from all over the world "a common occurrence," Frederic Wile Jr., vice president in charge of western division programming, NBC-TV Hollywood, told members of the Los Angeles Advertising Women Inc. at a Nov. 4 meeting.

Over $14 million will be spent on NBC-TV color programs and facilities during the current broadcast season, although approximately 10,000 color sets are in the public's hands, Mr. Wile pointed out. However, he added, "for the balance of this year and next, the industry expects to market 350,000 color sets; 1,780,000 in 1956; 3 million in 1957, and about 5 million in 1958."

By 1959, U. S. homes would contain over 10 million color sets, he stated in an "extremely conservative estimate."

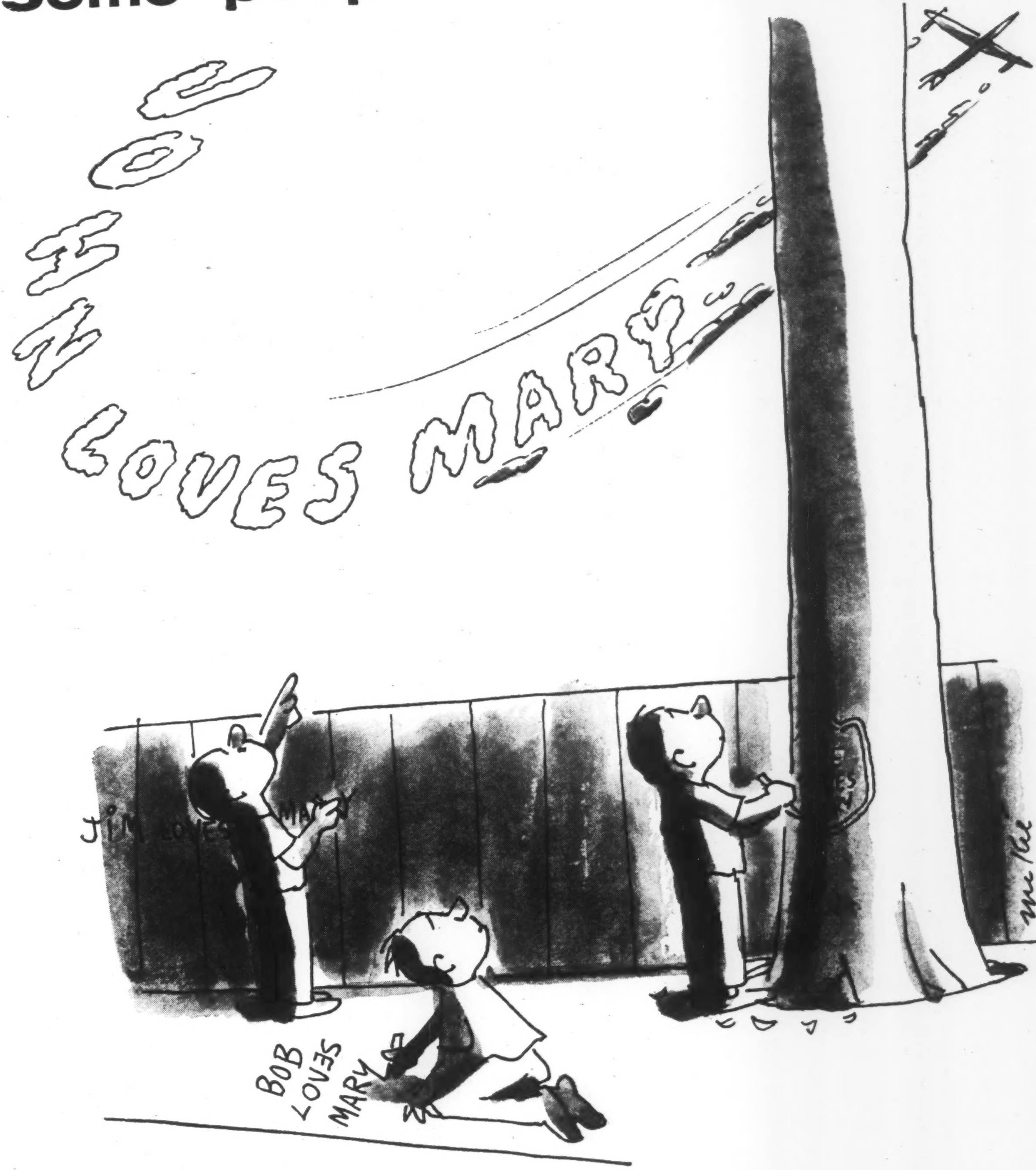
TRADE ASSN. PEOPLE

Jane Margaret Carter elected film distribution director, Broadcasting & Film Commission, National Council of Churches, N. Y.; **Frank B. Nichols** elected tv associate director, Broadcasting & Film Commission.

MR. NICHOLS

MISS CARTER

Some people are born leaders



. . . like WCAU, Philadelphia

RADIO—WCAU-Radio has 10 out of the top 10 programs in the Philadelphia area.

TELEVISION—WCAU-TV has 9 out of the top 10 programs in the Philadelphia area.

Sources upon request

The Philadelphia Bulletin Radio and TV Stations • CBS Affiliates • Represented by CBS Radio and Television Spot Sales

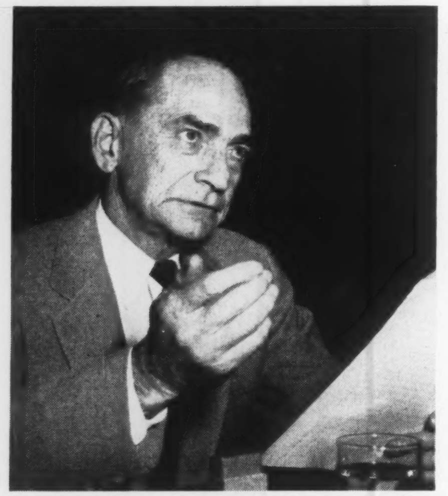
SENATE DEMOCRATS BLOCK McCONNAUGHEY APPROVAL

FCC chairman's confirmation must await action of the 84th Congress—which, as of now, the Democrats will control. Minority Leader Johnson's objection kept a vote on the matter off the calendar. Earlier, the Senate Commerce Committee passed him with seven Republicans for, seven Democrats abstaining.

SENATE Democrats last Thursday afternoon blocked a move by their GOP colleagues to ram through a special session of the Senate a confirmation of George C. McConnaughey's nomination to FCC membership. Mr. McConnaughey since Oct. 4 has been serving as FCC chairman under interim appointment by the President. His nomination was among those sent to the Senate Monday from the White House.

Sen. Lyndon B. Johnson (D-Tex.) objected when the nomination was introduced on the Senate floor by Mr. McConnaughey's champion and "lifelong friend," Sen. John W. Bricker (R-Ohio), chairman of the Senate Commerce Committee. The nomination earlier in the day had cleared the committee by affirmative vote of its seven GOP members, with the seven Democratic members abstaining from a vote.

The Texas Democrat, who is Senate minority leader and also a member of the Senate Commerce Committee, effectively blocked placing of the nomination on the Senate calendar by his objection. Executive nominations, under Senate rules, must be introduced at executive sessions of the Senate, except by unanimous consent otherwise. The special session is a "legislative" one—considering a motion to censure Sen. Joseph R. McCarthy (R-Wis.).



FCC CHAIRMAN George C. McConnaughey makes point in testimony at Senate Commerce Committee hearing Tuesday on his nomination to FCC. Although the committee cleared his nomination Thursday, it was blocked by Democrats on Senate floor later that day.

The alternative for Republicans is to ask that the legislative session be changed—at least temporarily—into an executive one, but that, too, must have unanimous consent.

Sen. Bricker's presentation of the nomination followed earlier developments in which the Senate Democratic Policy Committee decided to oppose action on any major presidential nominations during the special session if they involve committee hearings or any controversy.

Democratic battle lines began to form Tuesday evening at the Senate Commerce Committee's open hearing on Mr. McConnaughey's nomination. Sen. A. S. Mike Monroney (D-Okla.), fresh from the meeting which outlined Democratic policy on the nominations, insisted that "we not be stampeded" into reporting out the nomination before the new session of the 84th Congress beginning Jan. 5.

Mr. McConnaughey's nomination was one of several which Democrats said should be carried over into the 84th Congress.

The McConnaughey nomination was reported out by the Commerce Committee Thursday morning in a 20-minute closed session at which Democrats abstained from voting in protest against Sen. Bricker's move to obtain quick confirmation of Mr. McConnaughey as a member of the FCC.

Although the stated intent of the Democrats in holding up confirmations is that the Senate should not be distracted from its current business—that of deciding on the McCarthy censure—it was evident that Democrats were making a bid for power on the basis of Nov. 2 election returns.

Democrats See Control

With apparent majorities in the House and Senate, it was felt that Democrats may want to hold up the GOP Administration's nominations until the new Congress is organized, giving Democrats control of committee chairmanships, and thus, control over confirmation of nominees.

The Tuesday session was marked by close questioning of Mr. McConnaughey by Democratic Sens. Edwin C. Johnson (Colo.) and Monroney. The hearing, which convened at 5:52 p.m., had been scheduled at 10 a.m., but was postponed so committee members could meet quorums on the Senate floor.

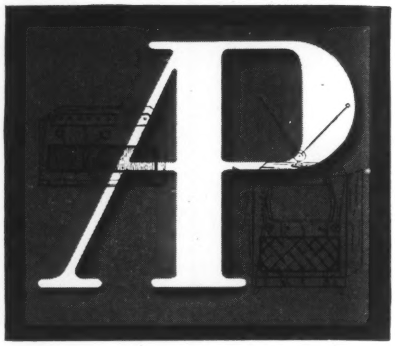
Chairman Bricker cleared the hearing room of spectators and reporters for a 20-minute closed session at 6:25 p.m. The closed session apparently was precipitated by Sen. Monroney's insistence that the McConnaughey nomination be held over for the new session of the 84th Congress.

Sen. Monroney made his request after coming straight from the late-afternoon Senate Democratic Policy Committee meeting, also attended by Sen. Ed Johnson. The Oklahoma Democrat said Senators of his party had gone on record as "not favoring confirmation of appointments which might be important or in controversy" and which could be taken up in the regular session of the 84th Congress.

Mr. McConnaughey, only witness at the hearing, was questioned on several subjects by Sens. Ed Johnson and Monroney—and briefly by Sen. John O. Pastore (D-R. I.).

Sen. Johnson began his queries by asking Comr. McConnaughey if he had read two articles in the Washington *Post & Times Herald*.

Both articles, written by Jerry Kluttz, the newspaper's specialist on federal civil service



Station Finds Renewals Easier

AP News Wins Sponsor Loyalty

Station WKAP, Allentown, Pa., can testify about the special profit yield for stations which push their AP newscasts. The "extra dividend" comes from lower selling costs—because AP newscast sponsors are likely to renew, renew and renew.

For example, C&G Motors, of Emmaus, Pa., fully appreciates a principal characteristic of newscasts: the ability to hold the same audience day after day. C&G has sponsored WKAP's "News at Noon" program six days a week, since March of 1947.

Here's a comment from this sponsor that has dollars-and-cents overtones: "I wouldn't think of dropping our AP News at Noon program," says Max Cornfeld, president of C&G Motors. "Our customer response has been terrific—*and folks actually count on our daily news coverage.*"

Says Manager O. R. Davies of WKAP: **"AP gives us something we can really sell—speed in news transmission and a world-wide reputation for accuracy and thoroughness."**

SPONSORS WARM TO AP
Because . . . it's better
and it's better known.

"Plane crash nearby and I'm in a ditch...

Going on by foot. Keep listenin'!"

Case History No. 2

Charley Gray, general manager of KBAQ, Casper, Wyo., didn't leave the station that evening. A friend at the Cheyenne airport had called him an hour before. A commercial plane was overdue and was last reported in Charley's area.

So he hung around. Six o'clock. He cleaned up several routine chores that had cluttered his desk. Eight o'clock. Eight-ten. The phone rang.

Gray made a few scribbled notes as he listened. "Okay, Sergeant," he said, "got it. Thanks a lot." He tossed down the receiver, grabbed his coat on the run and yelled at a yawning face behind the control panel.

"State police teletype. Plane wreckage sighted over near Hogan's Pass. Pick you up on the local wave."

He quickly warmed up the station's radio-equipped truck and headed North.

By 3 a.m., he was in the area. His head twisted back and forth as his eyes ranged the rugged mountainsides. Suddenly his right front wheel bounced into a hole and careened into the narrow ditch beside the road.

The small truck was stuck.

Finally Charley radioed back to the station. "The plane crash is nearby, and I'm stuck in a ditch. Going on by foot. Keep listenin'!"

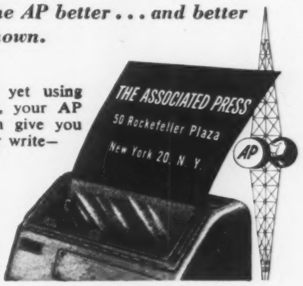
The sun was barely up when he rounded a slight knoll and spotted the wreckage. A few moments of careful observation told him the story — no survivors. He rushed back to the truck and, by radio, taped a short description of his find and then returned to the wreckage for more details.

Within minutes an outstanding, "beat" for KBAQ was a top story for stations across the land. Every AP radio member had it. KBAQ's staff had relayed Charley's account to The AP bureau in Cheyenne, starting the news on its way from Portland, Me., to San Diego.

"We've had plenty of news breaks from The AP that we know came from other members. Glad we could pitch in, too."

Charley Gray is one of many thousands who help make The AP better . . . and better known.

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—



**Those who know famous brands...
know the most famous name in news is AP**

SENATORS at the Commerce Committee hearing Tuesday on nomination of George C. McConnaughey to the FCC included (l to r) Andrew F. Schoeppel (R-Kan.), Chairman John W. Bricker (R-Ohio), Edwin C. Johnson (D-Colo.), John O. Pastore (D-R. I.) and A. S. Mike Monroney (D-Okla.). Not shown: James H. Duff R-Pa.) and William A. Purtell (R-Conn.).

affairs, described a "Jobs-for-Republicans" drive. One of the stories dated Nov. 7, listed two FCC members—Chairman McConnaughey and Comr. John C. Doerfer—as key men in clearing not only patronage jobs, but Civil Service positions, for Republicans.

Sen. Johnson, who entered both articles (the other was dated Oct. 27) in the hearing record, asked the witness if he had read the Nov. 7 article.

"I saw it, Senator, but there is nothing to it," Mr. McConnaughey replied. "I have not been designated as anything, with reference to handling jobs for anybody." Under further questioning, he said he believed in filling Civil Service positions by the merit system, adding that he had always applied this principle.

Sen. Johnson said he thought Mr. McConnaughey "a very able person" and that he was surprised upon reading the article. He recalled that the witness had made a "fine presentation" to the Senate Finance Committee before being made chairman of the Renegotiation Board.

Going to uhf-vhf troubles, Sen. Johnson said a New England area (Hartford, New Britain, and Waterbury, Conn.-Springfield and Holyoke, Mass.) now has five uhf stations and that a vhf station is proposed there. Citing the "great" intermixture of uhf and vhf in the East, he said intermixture was, "in my opinion, a terrible mistake." The FCC, he said, is continuing to mix uhf and vhf.

He then asked the witness if he had "any views" on intermixture.

"No, I do not," the witness replied. "I have been there [FCC] just a month and I am making a study of this. I know that the uhf situation is a serious one and I know it needs study," he said. He said he realized there was much difficulty, "but I have not entered into it because I have just been there 30 days and I have been trying to learn something about the position and what they [FCC members] have done."

How He Had Voted

To a statement that Comr. McConnaughey voted against reallocating to uhf a vhf assignment in Peoria, Ill., where two uhf stations already are operating, the witness said he would like to make a study of it. FCC records also indicate he voted against reallocation of vhf channels to uhf channels at Tyler and Waco, Tex.; Madison, Wis., and Raleigh-Durham, N. C. All these cases represented denials by the FCC of petitions by uhf outlets in these areas requesting the reallocations.

Mr. McConnaughey similarly said he was not familiar with subscription tv, but expects to make a study of it.

Sen. Monroney suggested that Mr. McConnaughey "can continue to serve as chairman" (under appointment) until the new Congress, but said that because of "vitally important factors—control of the communications system" —the nomination would require "more extensive hearings than we are able to give in this limited time and at this hour."

Both Sen. Monroney and Sen. Ed Johnson said that Sen. Warren G. Magnuson (D-Wash.), who will be in line for chairmanship of the Senate Commerce Committee under a Democratic-controlled Senate, wished to examine Mr. McConnaughey. Sen. Johnson explained that Sen. Magnuson was unable to attend the Tuesday meeting because of illness. The Washington Democrat was present at the Thursday closed session.

Sen. Monroney said also that Sen. Estes Kefauver (D-Tenn.) has expressed a desire to be heard on the McConnaughey nomination and that other senators are interested in the

FROM
CAT WHISKERS
TO
RABBIT EARS
IN
WMBV
GREEN BAY PACKERLAND

In 1924 Packerland radio enthusiasts marvelled when their "cat whiskers" brought in distant sounds, just as tv viewers in 1954 bragged when their wind-whipped antennas and super boosters brought them snow-covered, flopping pictures.

But now 175,000 sets are bringing in the best of NBC shows and regional Packerland programs bright and clear on WMBV's Channel 11. And thousands of new viewers boast of perfect pictures with their inexpensive "rabbit-ear" antennas.

They're all watching for **you** to "Come Eleven" on Packerland's most powerful station.

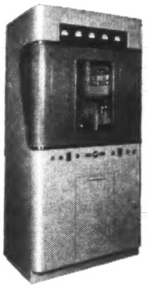
nbc IN GREEN BAY PACKERLAND

WMBV CHANNEL 11 TELEVISION
MARINETTE, WISCONSIN

GREEN BAY: Phone HEmlock 5-9389
MILWAUKEE Phone WOodruff 4-3587

National Representatives
VENARD, RINTOUL & McCONNELL, Inc.
New York - Chicago - Los Angeles - San Francisco - Boston

Collins

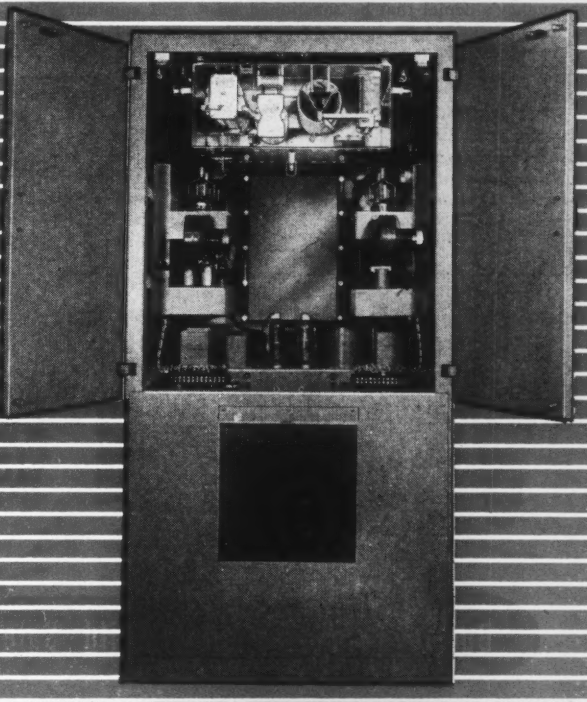


500/250 watt BROADCAST TRANSMITTER

COLLINS' new 550A is a result of advanced engineering standards to provide peak performance on any selected frequency from 540 to 1600 kilocycles or any of the high frequency broadcast bands.

Design features include instant power changing . . . an extremely stable oscillator . . . only 7 tube types . . . automatic power application in proper sequence . . . complete protective circuitry . . . precise metering of all stages . . . adaptability for remote control . . . handsome cabinet styling . . . visibility of all tubes through front window . . . and convenient accessibility to equipment interior — to mention only a few.

For a detailed description of these and other features, write for your free 550A booklet.



550A Rear View

SPECIFICATIONS:

Frequency Stability
±10 cps

Audio Frequency Response
Within ±1.5 db from 50 to 10,000 cps

Audio Frequency Distortion
Less than 3.0% from 50-7500 cps for 95% modulation, including all harmonics up to 16 kc

Residual Noise Level
60 db below 100% modulation

Carrier Shift
Less than 5%

Audio Input Impedance
600/150 ohms

Audio Input Level
±10 dbm ±2 db, Pad input

Ambient Temperature Range
+15° to +45° C

Altitude Range
Sea Level to 6000 feet

Power Source
208/230 V single phase 50/60 cps

Power Demand
3.2 kw, 83% PF at 100% modulation

Weight
Approximately 1100 lbs

Dimensions
38" wide, 76" high, 27" deep

COLLINS RADIO COMPANY

Cedar Rapids, Iowa

COLLINS

261 Madison Ave., NEW YORK 16
1930 Hi-Line Dr., DALLAS 2
2700 W. Olive Ave., BURBANK
Dogwood Road, Fountain City, KNOXVILLE
Petroleum Bldg., TALLAHASSEE
Collins Radio Company of Canada, Ltd., 74 Sparks St., OTTAWA, ONTARIO

uhf-vhf problem and the "monopolization" of television "in the hands of a few stations."

He said that "without prejudice to the nominee," he would "urge that we not be stampeded into confirming the appointment."

Referring to the newspaper article and Mr. McConnaughey's denial that he sanctioned filling of Civil Service jobs by other than the merit system, Sen. Monroney said he had not seen a GOP correction of the article nor a denial of it by the White House.

Mr. McConnaughey, who said he used the merit system both during his tenure as chairman of the Renegotiation Board and as one-time chairman of the Ohio Public Utilities Commission, said that "no one even talked to me" about the news story.

Sen. Monroney said that if Civil Service jobs are filled by patronage, Civil Service morale will hit a "new, new low."

Sen. Potter at one point asked Sen. Monroney to yield and observed: "As a Republican, I would be very happy if we could just be accorded the same relationship between agency and committee that the Democratic Party has enjoyed over many years. I think probably a few Republicans might infiltrate into the federal positions."

Asked by Sen. Monroney if he had ever represented AT&T during his private law practice in Ohio, Comr. McConnaughey replied in the negative. Upon closer questioning, however, he said he had represented Ohio Bell Telephone Co. and Cincinnati Telephone Co. in rate cases before the Ohio Public Utilities Commission.

Comr. McConnaughey said he never had acted in violation of civil service laws during his six years as Ohio PUC chairman (1939-45 and as head of the Renegotiation Board (Nov. 30, 1953, to Sept. 25, 1954).

Sen. Bricker set the Senate Commerce Committee hearing for Tuesday morning because he expected to leave Washington the following day for a month's tour of Australia with the Joint Congressional Atomic Energy Committee. Just prior to the Tuesday hearing, however, he announced that he would not depart before the following (last) Saturday, since the atomic energy group was continuing its own hearings.

At the conclusion of the McConnaughey hearing Tuesday Sen. Bricker set the additional closed meeting for the following Thursday morning.

Late last week reports indicated that the atomic energy group, if its hearings are continued much longer, may have to cancel the Australian tour so members can be on hand for the opening of the 84th Congress.

Sen. Magnuson last week declined to speculate on what he would do if he becomes chairman of the Senate Commerce Committee. He said something possibly could happen before Jan. 5 to swing the majority of Senate seats to the Republicans.

Neither would Sen. Magnuson comment on his intentions concerning Sen. Bricker's current investigation of the networks and the uhf-vhf situation. "I haven't had time to think about it," he said.

At the same time, there were reports the investigation may not be completed in time to make a full report to the Senate Commerce Committee at the beginning of the upcoming Congress. Sen. Bricker had planned a hearing by the committee after the report for determination of what measures should be taken to relieve the troubles of uhf operators and to consider the senator's own proposal for FCC regulation of networks.

Bricker Work Goes On

Meanwhile, Sen. Bricker's staff for the investigation, headed by Robert F. Jones as majority counsel, was continuing, with no plans for a change of pace or direction, according to a committee spokesman. Other members are Harry M. Plotkin, minority counsel, and Nicholas Zapple, communications counsel and coordinator of the probe.

If FCC Chairman McConnaughey's nomination is not confirmed by the Senate during the special session, his interim appointment will expire at the end of the session, necessitating his reappointment by the President if he is to continue in that post.

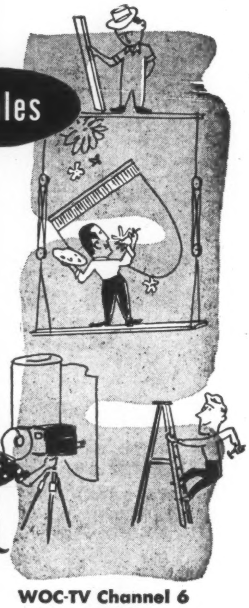
Despite an interpretation by Charles L. Watkins, Senate parliamentarian, that Mr. McConnaughey under such a reappointment must serve without pay until his nomination is confirmed in the 84th Congress or until money is provided by appropriation, some Capitol Hill observers insisted last week that his pay can be continued through the period of the reappointment.

Attending the Tuesday hearing were Chairman Bricker and Sens. Ed Johnson, Monroney, Pastore, Potter (R-Mich.), Andrew F. Schoeppel (R-Kan.), James H. Duff (R-Pa.) and William A. Purtell (R-Conn.).

Not present were Sens. Magnuson, Lyndon Johnson, George A. Smathers (D-Fla.), Earle C. Clements (D-Ky.), John M. Butler (R-Md.) and Frederick G. Payne (R-Me.). The committee seat of Sen. Eva Bowring (R-Neb.) was left vacant upon her replacement last week in th Senate by Mrs. George Abel (R-Neb.) [B•T Nov. 8].

WOC-TV

Builds Telecasts that Build Sales



1st WOC-TV builds sales because this station has accumulated 5 years "know-how" in programming for viewers of the Quint-Cities area. From October 31, 1949 until "live" network became available in Davenport, September 30, 1950. WOC-TV produced most of its own programs. This 11 months experience is paying off BIG today with the station producing 75 to 80 "live" local telecasts each week—the type of telecasts that have SPONSOR appeal because they have AUDIENCE appeal. And this excellent local fare is augmented with a complete booking of NBC-TV programs.

2nd WOC-TV builds sales because this station, operating on Channel 6, telecasts with MAXIMUM power (100,000 watts video) from a NEW 625-foot tower. Its "good picture" coverage encompasses 39 Iowa and Illinois counties—39 counties that have tremendous buying power and the will to use it. . . .

Population	1,543,700
Families	477,910
TV Homes—3/1/54	264,811
Effective Buying Income	$2,455,549,000
Per Capita	$1,590
Per Family	$5,565
Retail Sales	$1,859,761,000

It's "know-how" and "power" that does it—the "know-how" to stimulate the buying urge of people in the Quint-Cities area—the "power" to take this "know-how" into the TV set-owner's home. Let WOC-TV show you that this "know-how" and "power" can write a successful sales story for your product or services. Your nearest F & P office has the facts—or write us direct.

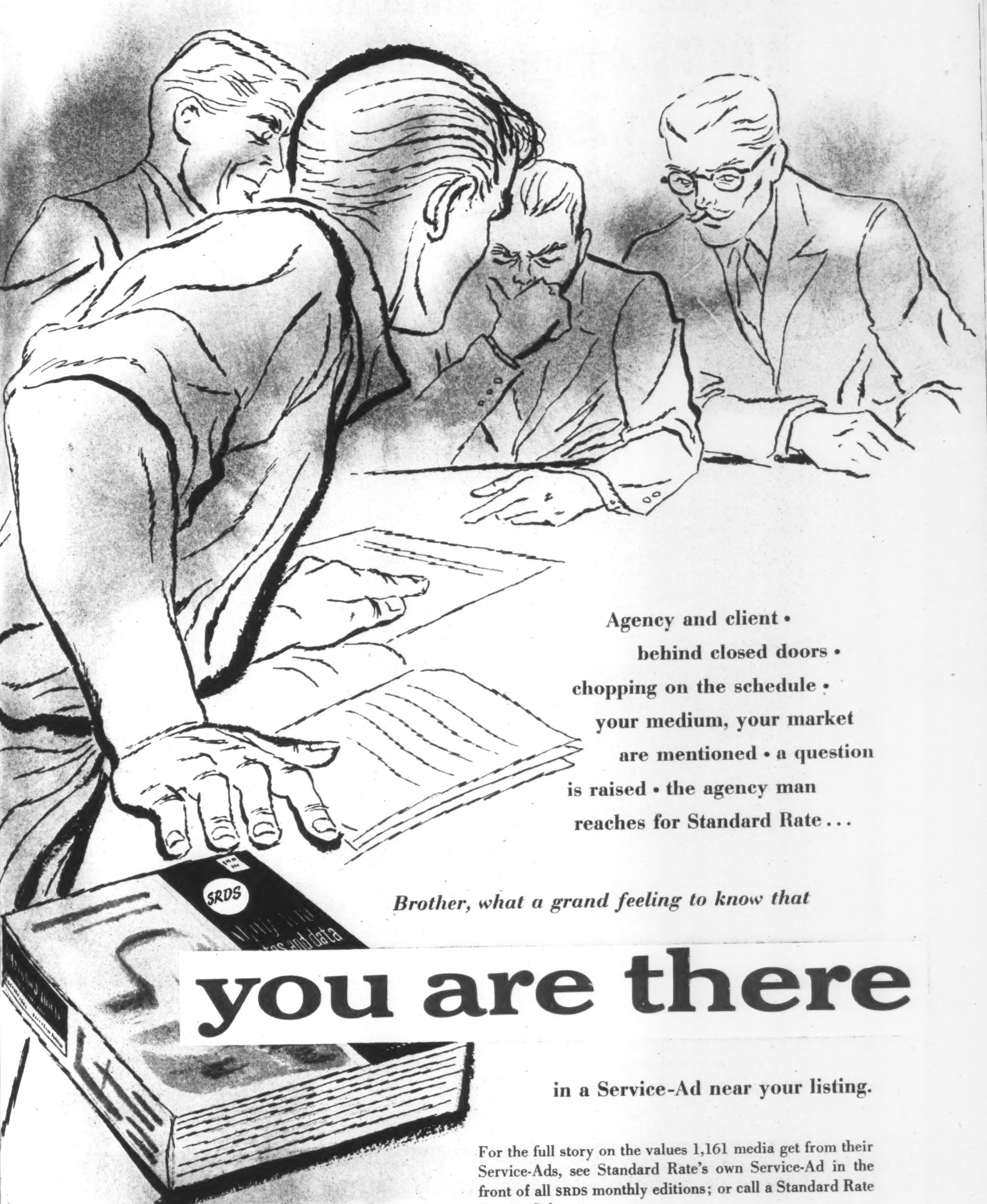
Col. B. J. Palmer, president • Ernest C. Sanders, resident manager

WOC-TV Channel 6
Davenport, Iowa
Free & Peters, Inc.
Exclusive National Representatives

BETTENDORF AND DAVENPORT
IN IOWA
ROCK ISLAND, MOLINE
AND EAST MOLINE
IN ILLINOIS

The QUINT CITIES

WOC-TV
AM FM



Agency and client • behind closed doors • chopping on the schedule • your medium, your market are mentioned • a question is raised • the agency man reaches for Standard Rate . . .

Brother, what a grand feeling to know that

you are there

in a Service-Ad near your listing.

For the full story on the values 1,161 media get from their Service-Ads, see Standard Rate's own Service-Ad in the front of all SRDS monthly editions; or call a Standard Rate Service-Salesman.

Note: According to a study of SRDS use made by National Analysts, Inc., 83% of all account men interviewed have SRDS available at meetings in clients' offices.

From lighting units to transmitter—WNAO's complete "TV package" was supplied by Graybar

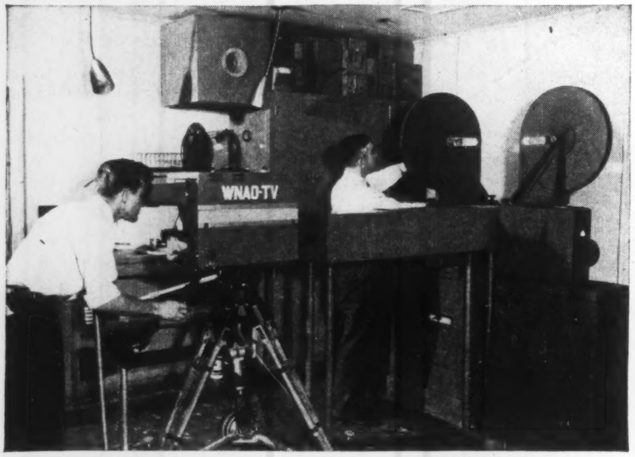
PETER MILLER, Chief Engineer
WNAO-TV channel 28
Raleigh-Durham, N. C.

"WNAO-TV has been on the air—with complete Federal equipment purchased through Graybar—since July 12, 1953. For many months I have had first-hand experience with the well-engineered WNAO-TV Federal equipment and it works well for us.

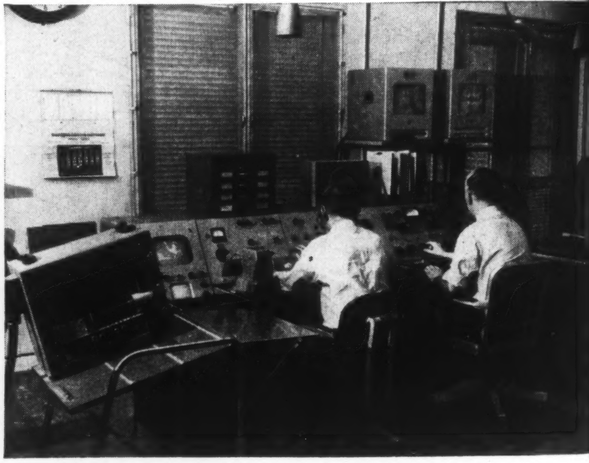
"Just like other stations, here at WNAO-TV we have a plan of regular preventative maintenance. Of course, we count on Graybar in this respect, too. Their representative stops in about once a week to check on our needs . . . and with a Graybar office in nearby Durham, orders are filled promptly. It's one of the nice things about doing business with Graybar—you can always count on them for friendly cooperation on any electrical need . . . large or small."

WNAO
WNAO·BM
BIG TOP

Graybar's Durham Representative, John Gold
(center) brings along Graybar Broadcasti
Specialist, E. C. "Tommy" Toms (right), on
of his weekly calls on WNAO's Chief Engine
Peter Miller.



Engineers W. F. Anderson and L. E. Rudisill set up the late evening film show on WNAO's General Precision Laboratories 16mm projectors. The FTL image orthicon camera is also used for interviews and newscasts originating "live" in a small studio here at the transmitter building.

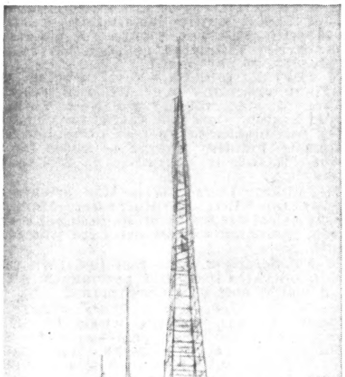


Two engineers control WNAO's entire program schedule
slides, film, studio and network — with Federal Transmitt
Control Console and Poly-Efex Scanner providing comple
transmitter supervisory control and audio/video switchin
Scanner includes 2 slide sources, four-channel video switch
and "special effects" section.

A COMPLETE TV PACKAGE . . . via GraybaR

▲ Homer Briarhopper and his Dixie Dudes warm up under a battery of Kliegl lighting equipment. In addition to these units, specially-designed for TV, Graybar also supplied wire, conduit, circuit breakers and panel boards for WNAO's complex electrical systems at both studio and transmitter locations.

▲ Chief Engineer Miller checks audio levels on Altec 250A speech input console. Distributed by Graybar, this completely self-contained unit provides all necessary monitoring, cue, audition, and signaling circuits for WNAO's audio control.



◀ Four sturdy Blaw-Knox towers support WNAO's TV, AM, and FM antennae. A 12.5 kw FTL transmitter feeds a Federal TV antenna.

GRAYBAR CAN SUPPLY COMPLETE TV OR AM STATION INSTALLATIONS — everything needed to put you on the air . . . and keep you there.

Experienced Graybar Broadcast Equipment Specialists will be glad to help you with specifications and prices, and, if you desire, prepare a complete packaged proposal covering all the equipment needed for your particular station requirements.

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TV'S FAVOR PRIVATE RELAY PROPOSAL

Comments received from stations on the FCC suggestion say private intercity relays would cost less than common carrier charges. AT&T and a telephone companies association voice the only objections.

OVERWHELMING support by broadcasters on behalf of the FCC's proposal to permit television stations to construct and operate their own intercity relays to bring live network programs to their viewers [B•T, Sept. 27] was registered last week at deadline for comments.

The only objections were filed by AT&T and the U. S. Independent Telephone Companies Assn.

Support for the proposal—initiated by North Dakota Broadcasting Co. (KCJB-TV Minot and KXJB Valley City, N. D.) late last summer—included many suggestions that the Commission permit any station to build an intercity relay on a showing that common carrier charges would be, or are, exorbitant.

The original FCC recommendation suggested that authority for the construction of intercity links be restricted to distant markets where there is little likelihood that common carrier facilities might be built in the future.

Interim Tv Facilities

Present FCC regulations permit tv stations to build their own connecting facilities on an interim basis until a common carrier installs its own connections. The Commission has urged stations building their own relays to amortize the capital costs as soon as possible.

A basic FCC premise over the years has been that intercity connections should be handled by a common carrier company.

Counter-comments from interested parties are due by Nov. 18. The FCC said that on the basis of comments and counter-comments, it would decide whether to hold hearings.

Comments by stations compared common carrier costs or estimates with privately built systems. In every instance, construction and operational costs for privately owned relays were much less than for similar common carrier service.

Among the manufacturers who filed comments, all approving the FCC's proposal, were Philco, Raytheon and Dage Electronics. All manufacture microwave equipment for sale to stations.

NARTB expressed its approval of what the Commission proposed. It said that it believed that stations could build their own intercity links for one-quarter to one-half the cost of a common carrier.

WHO PRODUCES IT?
WHO SELLS IT?
see the
BROADCASTING YEARBOOK
ADVERTISING DEADLINE (proofs) NOVEMBER 20
FINAL DEADLINE DECEMBER 1
USE the BROADCASTING YEARBOOK!

DuMont, which attacked AT&T's intercity rates as far back as 1948, cited several examples of what it claimed were exorbitant charges: (1) A station in Watertown, N. Y., wanted to tie in with DuMont's pro football schedule. AT&T quoted $210 for each three-hour segment. Since the station rate card is low, DuMont would have paid out more to feed Watertown than it could have taken in by selling that additional outlet to the sponsor; (2) WNHC-TV New Haven established an off-air pickup relay in 1948 at a cost of $15,000, costing $100 per month including 10-year amortization. AT&T charge for coaxial cable from New York to New Haven would have been $25,000 per year; (3) DuMont feeds Boston because of heavy demand, but cannot afford to feed Portland, Me., because AT&T charges are too heavy.

WRBL-TV Columbus, Ga., related how it had its own relay from Atlanta, beginning Nov. 15, 1953. Six months later, AT&T put in a spur from its Atlanta-Montgomery-Jackson trunk. This makes WRBL-TV dependent on a two circuit link so that it is at the mercy of whatever networks have the line allocated at the times the Columbus station might desire to use it for a third network. It also prohibits the station from tying into Atlanta for state capital originations at will.

JCET Favors FCC Plan

The Joint Committee on Educational Television submitted a document in favor of the Commission suggestion which cited the following examples:

- Potential round robin hookup of stations in Ames, Cedar Falls, Iowa City and Des Moines would cost $205,824 yearly for common carrier while the facilities could be built privately for $238,100 and cost $22,000 yearly for maintenance.
- Wisconsin State Network, which was planned to comprise 12 stations, would cost $400,000 a year on a common carrier lease, while the same links could be built privately for $400,000, with yearly maintenance running from $25,000 to $50,000 a year. In the recent election, Wisconsin voters turned down a referendum to support a state tv educational network [B•T, Nov. 8].
- Tennessee State Commission planned a tie-in of four stations initially which would cost $241,000 per year on contract with a common carrier. This could be accomplished by the state itself at a cost of $742,500, plus $148,500 for a five year depreciation schedule, plus $46,000 yearly for maintenance. The Tennessee plan for seven stations would cost $315,000 per year under common carrier lease, but the following for private construction: $878,000 for construction, $175,600 for five year depreciation, $52,000 for maintenance.

In its brief, AT&T recounted the history of the Commission's consideration of similar recommendations and its final decision in favor of the use of common carrier facilities wherever possible.

AT&T said that as of Nov. 1, it had 66,000 miles of intercity tv channels in use. The Bell system investment in tv connections, AT&T said, was $180 million. Interconnected, AT&T related, were 318 stations in 203 cities, serving 70% of the total population of the U. S. Future plans call for a potential of 500 stations in more than 270 cities to be interconnected, the telephone company said.

These Own Their Own

PRIVATELY owned relays are in operation bringing live network shows to local viewers by the following stations:

KATV (TV) Pine Bluff (Little Rock), Ark.; WNHC-TV New Haven, Conn.; WATR-TV Waterbury, Conn.; WRBL-TV Columbus, Ga.; WTTV (TV) Bloomington, Ind.; KQTV (TV) Fort Dodge, Iowa; WBOC-TV Salisbury, Md.; WNEM-TV Bay City, Mich.; WWTV (TV) Cadillac, Mich.; WKZO-TV Kalamazoo, Mich.; WILS-TV Lansing, Mich.; WJIM-TV Lansing, Mich.; WKNX-TV Saginaw, Mich.; WPBN-TV Traverse City, Mich.; WJTV (TV) Jackson, Miss.; WTVE (TV) Elmira, N. Y.; KXJB-TV Valley City, N. D.; WHIZ-TV Zanesville, Ohio; WGLV (TV) Easton, Pa.; WARM-TV Scranton, Pa.; WGBI-TV Scranton, Pa.; WBRE-TV Wilkes-Barre, Pa.; WSAZ-TV Huntington, W. Va.; WEAU-TV Eau Claire, Wis.

There is no substantial difference in costs between common carrier facilities and those built and operated by private interests, AT&T declared. It said that, generally, stations tended to underestimate costs in planning privately built relays. It said that the KCJB-TV estimate of $39,000 for equipment in the original petition is lower than the list price of the repeater and terminal equipment alone.

Opposition of AT&T to the proposal is based on the principle, AT&T said, that it is in the interest of the country to use common carrier service for intercity connections. It also objected to the possibility that private users could establish their own intercity links, thus "skimming the cream" of such traffic and leaving the Bell system to serve the less profitable routes. Such a move also means duplication of facilities, which is wasteful, AT&T said.

Some of the station comment is capsuled below:

KFSA-TV Fort Smith, Ark.—150 miles from Little Rock, 100 plus miles from Tulsa. Monthly common carrier charge is $5,200. Own interconnection and five-year amortization estimated at $2,000 per month.

KDUB-TV Lubbock and KPAR-TV Sweetwater, Tex.—To feed KPAR-TV from KDUB-TV, 150 miles, plan is to put up transceiver at abandoned oil derrick 30-40 miles from Lubbock at cost of $1,000; entire installation estimated at $18,000 with $450 per month for operation. Common carrier estimated construction cost at $10,000 plus $3,500 per month.

WGLV (TV) Easton, Pa.—Now carrying ABC and DuMont programs over its own relay at Pattenburg Mt., 48 miles from New York, 14 miles from Easton. Cost was $16,800 for construction, $475 per month to operate. Common carrier estimated monthly charge at $4,000 for 64-mile haul. WGLV is operating at $20,000 per month loss.

WEAU-TV Eau Claire, Wis.—Has private relay picking up KROC-TV Rochester, Minn., 75 miles away. Cost $12,500 to build, $150 per month to operate. Common carrier estimate was $4,100 per month.

WARM-TV Scranton, Pa.—Installed own relay for $10,607, operates it at $150 per month. AT&T estimated would cost $3,500 per month.

KRGV-TV Weslaco, Tex.—AT&T charge to link Weslaco to San Antonio would be $10,340 per month or $124,080 per year—which is 50% of station's gross revenue today. The station estimates it could put in its own five-hop relay for $170,500 plus $18,000 per year, using a five year amortization.

KIEM-TV Eureka, Calif. — FCC authority granted last week to use two-hop 130-mile microwave relay to pick up Medford, Ore., and relay to KIEM-TV transmitter. Cost is about $25,000. AT&T estimate was $7,000 per month for eight consecutive hours use, plus $45 per month for connections.

KQTV (TV) Fort Dodge, Iowa—Has private, three-hop, 75-mile connection to Des Moines. Cost $34,000. AT&T charge estimated at $3,020 per month, with operation calculated at six to seven months from time of order.

WGBI-TV Scranton, Pa. — Has own off-air relay in Pocono Mts., 23 miles from Scranton, to pick up New York programs and beam them to WGBI-TV transmitter. Cost was $22,000 to build and $100 per month maintenance, including two-year amortization. AT&T estimate was $4,600 per month to feed Scranton from Philadelphia.

WDAN-TV Danville, Ill.—AT&T charging $4,018.75 per month to connect station to Chicago-Terre Haute-St. Louis trunk, which passes

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The fine art of salesmanship puts "can't wait" into the want — and the Crosley Group does it with three-way **W***antmanship.* 1, program promotion builds mass audience for your advertising. 2, talent selling adds *personality force* to your commercials. 3, merchandising completes the sales picture with follow-through to the cash register. Typically, WLW-A, Atlanta, proves that Crosley Group **W***antmanship* moves more merchandise faster, *at less cost,* than any other medium or combination.

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BIGGEST SWITCH IN TV HISTORY

Bell System technician stands by to switch Light's Diamond Jubilee program to television's largest single audience.

It was Sunday, October 24.
The largest commercial television hook-up in history was only a few seconds away.

At nine o'clock EST the switches were thrown . . . and for two hours the television networks carried Light's Diamond Jubilee program to more people than have ever before watched a single event as it occurred.

This is still another milestone in the development of the Bell System television network that only six years ago consisted of less than 1000 channel miles. Today that network adds up to more than 61,000 channel miles.

The job of building more facilities—and of adapting existing channels to carry color—will continue to keep pace with the television industry's rapidly growing needs.

Providing transmission channels
for intercity television
today and tomorrow

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through Danville. Part of this tab is now being picked up by ABC, so station is only paying $3,062.75 per month. The station estimates it could build its own 60-mile relay to Chicago for $36,000, costing $9,600 per year. The station has been losing $6,000-$10,000 per month since it began operating in December 1952. To date it is $70,000 in the red on operations.

WKZO-TV Kalamazoo, Mich.—For four years the station had its own relay. Now that AT&T has put a line in, the station is spending $50,000 a year for common carrier connections, also spending $500 per month on color charges.

KFXJ-TV Grand Junction, Colo.—AT&T quoted $2,700 for two-hop, 60-mile relay from Denver for World Series for seven days. This was rounded to $3,000 and finally $10,000 with no limit by the time station made final arrangements.

WPBN-TV Traverse City, Mich.—AT&T charge for connecting the station to South Bend, Ind., is $113,100 per year, plus $6,000 in connection charges. This would double the operating budget of the station. It built its own single hop off-air link to Grand Rapids, about 100 miles, for $50,000, with operating cost estimated at $2,500 per year. By putting in a second hop, WPBN-TV can also pick up Bay City, Mich.

Other stations which filed comments, all in favor of the proposal, were:

KTAR-TV Phoenix, Ariz.; KIVA-TV Yuma, Ariz.; KATV (TV) Pine Bluff, Ark.; KBAK-TV Bakersfield, Calif.; KFRE (AM) Fresno, Calif.; KVVG (TV) Tulare, Calif.; KOA-TV Denver, Colo.; WTTV (TV) Bloomington, Ind.; WDSU-TV New Orleans, La.; KYTV (TV) Springfield, Mo.; KOLN-TV Lincoln, Neb.; WGAR-TV Buffalo, N. Y.; KTEN (TV) Ada, Okla.; WCMB-TV Harrisburg, Pa.; WNOW-TV York, Pa.; WTOV-TV Norfolk, Va.; WKNA-TV Charleston, W. Va., and WKAQ-TV San Juan, P. R.

RELAY PLAN USED BY N. Y. INDEPENDENT

Nine Northeast uhfs pickup WPIX (TV)'s sports events.

EXPANSION of its program relay plan to encompass a pool of nine Northeastern uhf television stations has been announced by WPIX (TV) New York, which heralded the move as "a new concept in television broadcasting on a scale hitherto never attempted."

Under the plan, which began on Oct. 21, the station's entire fall and winter sports schedule of more than 100 events, including those from Madison Square Garden, are rebroadcast and relayed by a series of off-the-air pickups by stations.

Coincident with announcement of the plan, James W. Miller, president of Telepool Inc., Stockridge, Mass., a new company formed to sell the station group to regional and local advertisers, announced that Piel's (beer), through Young & Rubicam, had purchased sponsorship of the 69 Madison Square Garden events in the pool.

WPIX programs are picked up directly from the station's Empire State Building transmitter by WGLV (TV) Easton, WTVU (TV) Scranton, both Pa., WATR-TV Waterbury, Conn., and WMGT (TV) Adams, Mass. WHUM-TV Reading, Pa., rebroadcasts the signal of WGLV (TV). WHUM-TV retransmits to WCMB-TV Harrisburg and WNOW-TV York. WKNY-TV Kingston, N. Y., and WWOR-TV Worcester, Mass., pick up and rebroadcast the signal of WMGT (TV). A spokesman for WPIX said it is expected there will be a further expansion, under which Worcester will be linked with five additional New England stations.

Up to then, these stations were taking WPIX's two hour, four times a week *Parade of Sports*. Each station paid WPIX $150 for each two-hour program. In its comments approving the FCC's intercity relay proposal (see main story on page 86), WPIX indicated that not all the "outer fringe" stations could take the full four days since some of the "inner" stations had network commitments which prevented them from taking them all.

Doerfer Doubts FCC Tv System Regulation

Commissioner says there is no present decision requiring FCC to regulate community antenna tv systems except on electrical interference to licensed services.

DOUBT that FCC has jurisdiction over community antenna television systems—particularly regulation of rates—was expressed last week by Comr. John C. Doerfer in a panel discussion before the National Assn. of Railroad & Utilities Commissioners in Chicago.

He cautioned, however, that FCC does have authority over community antenna systems (CATV) with respect to electrical interference they may cause to licensed communication services.

Summarizing the legal points involved, Comr. Doerfer offered these six considerations:

1. There is no clear-cut statutory law or court decision requiring FCC to regulate the rates or services of a CATV operation with the exception of excessive radiation causing electrical interference with radio operations.

2. It is doubtful that a CATV operation is a "broadcast service" within the meaning of Sec. 3(o) of the Communications Act.

3. If CATV is held to be a broadcast service, it appears the states would have no jurisdiction on the basis of the cases which hold broadcasting to be interstate commerce and a field preempted by Congress.

4. If CATV is held to be a broadcast service, FCC is without power to regulate rates or services by reason of Sec. 3(h) of the Communications Act, which forbids broadcasters to be deemed common carriers which are subject to such regulation.

5. If CATV is an interstate operation, but not subject to FCC jurisdiction because of its local nature, it may be subject to state commission jurisdiction depending upon the provisions of the particular state law. If local regulation does not obstruct interstate commerce, does not impinge upon a field fully occupied by Congress, is predominantly of local interest even though interstate, and is not in an area thought to demand a uniform national rule, local regulation is constitutionally permissible.

6. If the CATV systems are deemed to be common carriers in interstate commerce and subject solely to FCC jurisdiction both as to rates and services, a broadcaster will probably not receive protection from a competing CATV system unless FCC changes its policy as to the possible effects of competition. To date the Commission has never denied an application for a broadcast service upon the grounds of "too much competition."

Speaks from Experience

Comr. Doerfer spoke from experience both as a member of the FCC and as state utility commissioner. He previously was chairman of the Wisconsin Public Service Commission.

He described a community antenna system as a local firm or cooperative which puts up an antenna in a favorable location to pick up the signals of a distant television broadcast station or stations, then amplifies and feeds the signal by wire line to customers' homes in the community for a fee. There are some 300 CATVs now in operation, he said.

Jurisdiction over CATV not only is doubtful "but in my opinion undesirable," Comr. Doerfer told the NARUC convention. He said he subscribes to President Eisenhower's philosophy, "who, in turn, endorsed the views of Abraham Lincoln when the latter said: 'The legitimate object of governments is to do for a community of people whatever they need to have done, but cannot do at all, or cannot so well do for

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Doug Arthur's pleasantly persuasive voice reaches more Philadelphia homes than that of any other radio personality. His famous "Danceland" is the greatest continued local success ever achieved by an independent radio station. "King Arthur" and his Round Table has reigned supreme in the Quaker City for fourteen years, spinning favorite hit tunes —new and old—to dance to, work to, dream to. His scintillating platter patter has a universal appeal that captures the hearts of listeners of all ages, occupations, incomes.

Doug delivers his commercials with captivating enthusiasm. He makes them SELL, and that is why his sponsors "LOVE that man!" Some of them have been with him since he started fourteen years ago.

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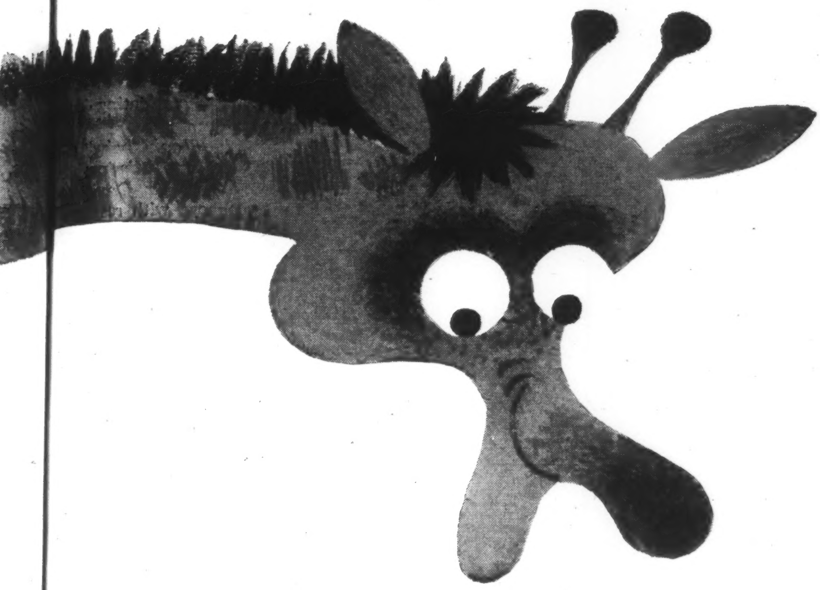

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The hundreds of radio advertisers who are in BROADCASTING YEARBOOK, are going to be up to their hips for the year 1955 in the greatest, most fruitful and dominant medium in the broadcast industry; a book as close to and as necessary as the telephone to everyone who's anyone day after day in the radio industry. Remember—it's the *last* call for the single most profit-making advertising investment you can make for 1955.

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themselves in their separate and individual capacities.' "

Comr. Doerfer explained he has not closed his mind on the subject, since all of the arguments have not been heard. He referred to a pending petition by ch. 35 WJPB-TV Fairmount, W. Va., which charges "that many of these systems are in direct competition with tv stations authorized by the FCC without regulation, control or restraint of the Federal or state governments." Station asks control [B•T, Aug. 30].

Some of the questions raised about CATV "merit very serious consideration," Comr. Doerfer observed. He asked if the "unrestrained and unregulated" growth of CATV will "frustrate" FCC's tv allocation policy to provide service to all of the U. S. Some areas, he noted, economically cannot support both CATV and a local tv station.

Under CATV regulation, he said, government would have to make program choices since CATV pipes in network shows while many local stations air no network programs.

If CATV is deemed private enterprise and not affected with the public interest, Comr. Doerfer asked who will see to it that service is furnished to the people outside of the areas of either local tv stations or CATV.

Without competition from a local tv station, CATV might charge all the traffic will bear without regulation, he explained. Then, if regulated to prevent exorbitant rates, CATV would be entitled to protection against destructive competition, he said.

Although advocates for state regulation of CATV may be successful in convincing the courts that such activities are not "broadcasting," Comr. Doerfer said, "they still face the difficult task of successfully asserting that such operations are a public utility service in intrastate commerce and not interstate commerce." He referred to a Pennsylvania case of *DuMont v. Carroll* in which the court ruled that programs relayed from out of state left no doubt that "television broadcasting is interstate commerce. This is inherent in its very nature."

States still might regulate CATV, he believed, since as a general proposition states may regulate certain aspects of interstate commerce so long as they do not encroach upon the field fully occupied by Congress.

San Antonio Bidders File Counter Charges

DETAILED counter charges—each contending the other applicant misrepresented and concealed facts from FCC—were set forth last week by contestants in the San Antonio ch. 12 television fight as Howard W. Davis (KMAC) and Mission Telecasting Corp. (KONO) filed proposed findings and legal conclusions with Examiner James D. Cunningham.

Both stations were the subject of charges of over-commercialism in the FCC's 1946 *Blue Book* setting forth program standards and policy definitions.

Mr. Davis is sole owner of KMAC. Gene Roth and his sons own KONO, which is 50% owner of Mission. The Roths are also officers and stockholders in Mission.

Each pleading filed with the examiner last week argues that the other applicant is not fit to be a broadcast licensee in tv and furnishes extensive citations from the hearing record which purport to show lack of candor by its opponent. Each suggests conclusions for the examiner's initial decision which would favor a grant of its bid and a virtual castigating denial of the competing application.

Holding KONO is a *Blue Book* "baby" that reformed while KMAC did not, Mission cites 65 instances in which it alleges Mr. Davis contradicted himself on the record with respect to his financial qualifications and other matters. Mission suggests the KMAC principal has shown himself to be a man of "questionable character and utterly unworthy of belief."

Mission feels so strongly about Mr. Davis' financial and other representations that it calls his testimony "deceitful, false, and otherwise perjurious." Mission urges that Mr. Davis either misrepresented his estimated income tax return last March, in which he said "none" with respect to estimated 1954 tax, or lied when he told FCC he would pay for television in part out of profits from KMAC and gave specific estimates.

Actually, Mission holds, Mr. Davis doesn't have "one penny" to build his proposed tv station. Mission questioned the propriety of Mr. Davis' alleged use of certain pre-paid advertising funds, said to be payment in part for time on KLBS Houston, toward purchase of 50% interest in KLBS.

On the other side, KMAC reviews testimony of two Mission principals, James M. Brown and Jack Roth, concerning a credit investigation of Mr. Davis and his financial backers by Texas Industrial Surveys of San Antonio. KMAC contends the investigation was "concealed" until uncovered by FCC counsel. KMAC also asserts Mission put Mr. Davis and his local attorney under "surveillance," violating civil rights and sense of decency.

"The record in this proceeding, taken as a whole," KMAC charges, "compels to the conclusion that the principals of Mission have demonstrated a constant pattern of concealment and have demonstrated a shocking lack of candor which in some cases approached, if they did not constitute, dishonesty."

A Texas Industrial Surveys' investigator, James R. Duncan, was arrested earlier this year in connection with the credit check of KMAC. He was charged with representing himself as an FCC employe [B•T, July 5]. A federal judge last month found the defendant falsely held himself to be "affiliated" with FCC but reserved a verdict until briefs are filed on points of law [B•T, Oct. 25].

Mission denies knowing Mr. Duncan was put on the case by TIS until after reports were made, but KMAC questions this contention in several instances.

Central City, Ky., Protest Denied in FCC Ruling

ECONOMIC protest by WNES Central City, Ky., against competitor WMTA there has been denied by FCC with observation both bids were granted same day but WMTA preceded WNES on Commission agenda, hence WNES was only applicant at time of rival's grant and was not "party in interest" [B•T, Sept. 13]. Commission also noted protestant WNES originally had filed competitive bid to that of WMTA for 1380 kc and could have raised issue in hearing that was designated but never held, since WNES amended to 1600 kc. Both are assigned 500 w day.

In action on another economic protest, FCC turned down complaint of WSAY Rochester against approval of the sale of WARC there (now WBBF) to Star Broadcasting Co., owner WGVA Geneva, N. Y. FCC also refused to review its earlier denial of WSAY's protest of WBBF renewal of license.

is on WKBT*

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OOH - LA - LA CROSSE!

The city with the French name is a great American metropolis. It teems with manufactured goods and farm produce. It is criss-crossed by rail, river and air lines. It attracts a profitable tourist trade. More than a ¼ million people live in the greater La Crosse area, served by WKBT. The remarkable prosperity of La Crosse and its environs is even more remarkable because it keeps growing. A wonderful place to do business!

Advertisers are eyeing—and buying—a comparatively new station, WKBT. The station that started at the top, with top programs starring performers like Webb, Godfrey, Berle, and Benny. There's a reason, of course. WKBT has a distinction worth dollars to every alert advertiser. *Exclusive, unduplicated coverage of a rich virgin territory!* WKBT is the only station covering the greater La Crosse area...300 miles of opportunity stretching from Milwaukee to Minneapolis...37,500 TV homes.** With WKBT you get the *undivided* attention of a great new TV market for your message. That's *impact*, spelled *W-K-B-T!*

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WHAT'S GOING ON IN THERE?

A new gasoline, maybe. A better motor oil, or an improved grease.

It's Union Oil's department of calculated discontent where we tear apart the very best we and our competitors have been able to do.

Our premium gasoline—Union 7600—is a good example.

We adapted this super-fuel from high octane aviation gasoline and introduced it in the West shortly after the end of World War II.

The product was so successful that it's only in the last two years that we have been able to make enough 7600 to satisfy demand.

Yet all the time 7600 was in short supply we constantly improved it. This called for countless advances through the years.

Why—when our customers wanted more than we could make as it was? Why—when we had to plow back our hard-earned money into the improvements?

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This illustrates again the basic difference between America's free economy and any other. By furnishing the opportunity for a reasonable profit, the American system creates intense competition for your favor.

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76

UNION OIL COMPANY
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Your comments are invited. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, Calif.

WITNESSES SAY LAMB GAVE TO RED CAUSE

Testimony links broadcaster with Toledo communist headquarters, 'Daily Worker' publisher, trip to Russia.

BRIEF sessions of FCC's license renewal hearing on WICU (TV) Erie, Pa., last week developed testimony that WICU owner Edward Lamb in 1944 pledged and contributed money for the "upkeep" of Lincoln House, described as the Toledo headquarters of the local Communist Party.

Mr. Lamb was identified as one of several speakers at the dedication of Lincoln House by Claudius Mace Russell and his wife, Loris. Both appeared as witnesses for the FCC Broadcast Bureau and cited a contribution.

Another witness, Mrs. Martin Runge, onetime secretary to Mr. Lamb, said he often was solicited for contributions and he once told her "he must be on every sucker list in the country."

Mrs. Runge also related that in two conversations during the 1940s, Mr. Lamb said he once made a trip to Russia as a reporter and went to a "Communist" school there, also attended by Earl Browder.

She remembered that in 1947 or 1948 Mr. Lamb dictated to her a telegram to advise John Gates, publisher of the *Daily Worker,* that he would meet Mr. Gates in New York the next afternoon. She believed the wire was sent and said Mr. Lamb told her not to keep a copy of it in the office.

While strong protest was voiced at length by counsel for Mr. Lamb that the testimony about the telegram invaded the privacy of possible attorney-client relationship, the examiner questioned whether the testimony might be in violation of Sec. 605 of the Communications Act forbidding disclosure of communications in interstate commerce.

The WICU renewal hearing has been underway since mid-September on issues including whether Mr. Lamb falsely denied Communist associations [B•T, Sept. 20, et seq.]. Mr. Lamb denies the charges and waits his turn to present evidence before Examiner Herbert Sharfman.

The Russells, testifying Tuesday, said they were members of the Communist Party at Toledo from 1944 to 1949, Mrs. Russell explaining she joined "socially, for more or less entertainment."

Both remembered a speaker introduced as Edward Lamb who related his grandfather's participation in the Civil War. They couldn't recall what else he said. Both recalled that the speakers put money on a small table and then the hat was passed through the audience.

Mr. Russell testified Mr. Lamb pledged money for the "upkeep" of Lincoln House, which he said was the local party's headquarters.

"Do you recall how much money Mr. Lamb pledged?" the witness was asked by FCC counsel.

"To me, it was $150," he answered.

"How do you happen to remember this, Mr. Russell?"

"Well, it was quite a sum of money, I thought, at that time."

The witness could not remember how much Mr. Lamb put on the table, but his wife later testified, "I think it was $50; and then he made a pledge." She didn't recall the amount of the pledge.

Under cross examination, Mrs. Russell said she knew it was $50 only because some woman on the stage, whose name she couldn't recall, announced the amounts the speakers put on the table.

Other speakers identified by the witnesses were Joe Friedman, then local party chairman; Arnold Johnson, state party official; J. B. Simmons, now Toledo city councilman, and a Dr. Pyle. A fortnight ago, a Joe Friedman pleaded Fifth Amendment and refused to testify before Examiner Sharfman in the WICU case [B•T, Nov. 8]. He was the second witness to so refuse.

Saw 'Russian' Movie

Both Mr. and Mrs. Russell said they shook hands with Mr. Lamb after the speeches, then went to a lower floor for refreshments and a movie which they thought was "Russian." They also testified that "Communist" literature was being sold there by Eugene Stoll, a previous witness.

Mrs. Russell identified William Garfield Cummings, the Broadcast Bureau's first witness in the case, as a personal friend of her and her husband. Under cross examination she testified Mr. Cummings worked in the kitchen in the basement during the Lincoln House dedication and that she didn't remember seeing him during the speeches.

Mr. Cummings earlier identified Mr. Lamb as a speaker but couldn't relate his speech because he was "working backwards and forwards in the bar" [B•T, Sept. 20]. He said he was an FBI plant in the party.

Mrs. Russell said Mr. Cummings brought FCC investigators to her home earlier this year but could not give the month. Mr. Russell has not been cross examined yet, and Mrs. Russell will return for further cross examination.

On Wednesday, Mrs. Runge testified she was secretary to Mr. Lamb from October 1945 until about June 1946, when she was employed by Mr. Lamb's WTOD Toledo for about a year. Then until the summer of 1948 she worked for Lamb, Goerlich & Mack, she said.

In 1945 or 1946, Mrs. Runge testified, Mr. Lamb was relating to her "some anecdote about something and he brought up the fact that he had been to Russia and that he had gone there as a reporter for a Boston newspaper." She didn't know the paper.

In a later conversation, she said, sometime in 1947 or 1948 with Steven Mack and Lowell Goerlich present, "he stated while he was in Russia that he had attended a Communist school and that he was there at the same time Earl Browder was there, and he said that he attended the school for a period of time until such time as he thought that he was being followed, when he became frightened and got out of there."

Witness Forgets Some Points

Under cross examination by counsel for Mr. Lamb, the witness felt sure Mr. Lamb identified the school as "Communist" but didn't say whether he was enrolled or just visited. She didn't know if he was at the school as a reporter.

The witness also said she "didn't know" when asked: if it wasn't a fact Mr. Lamb spent only six days in Russia, mostly traveling to and from Moscow; when Mr. Lamb went to Russia; whether or not it was the Russian government who was following him, and whether, after becoming frightened, he not only left school, but left the country.

Asked by counsel for Mr. Lamb if a government representative has inquired whether Mr. Lamb was ever a Communist, Mrs. Runge replied, "I said I did not think he was."

"You did not think he was a member of the Communist Party?"

"That is right," she affirmed.

Air-Way Enjoined

AN injunction restraining officials of Air-Way Electric Appliance Corp., Toledo, from interfering with a special stockholders meeting was issued last week by Judge Seitz of the Chancery Court of Delaware.

Broadcaster-publisher Edward Lamb, who owns about 31% of the firm's stock, has reportedly filed a libel suit for $500,000 in a Toledo court against the directors. Mr. Lamb had charged in the Delaware suit that the directors of the company had secretly changed the by-laws to require two-thirds of the stockholders rather than a majority to call a special meeting. The meeting was scheduled to be held Friday.

Harron to Buy Control Of WIBG-AM-FM Stock

APPLICATION to transfer control of Seaboard Radio Broadcasting Co., licensee of WIBG-AM-FM Philadelphia and 84% owner of WIBG-TV there, to station President Paul F. Harron was filed with the FCC last week.

Transfer results from sale by socially-prominent Jack Kelly and family of 30% interest for $250,000. Mr. Harron, presently owner of an identical 30% interest, purchases approximately 28% of the Kelly family interest. The application further disclosed that Joseph Lang, vice president of the stations, will relinquish his 30% interest to the corporation for $300,000, automatically increasing percentage and value of other holdings.

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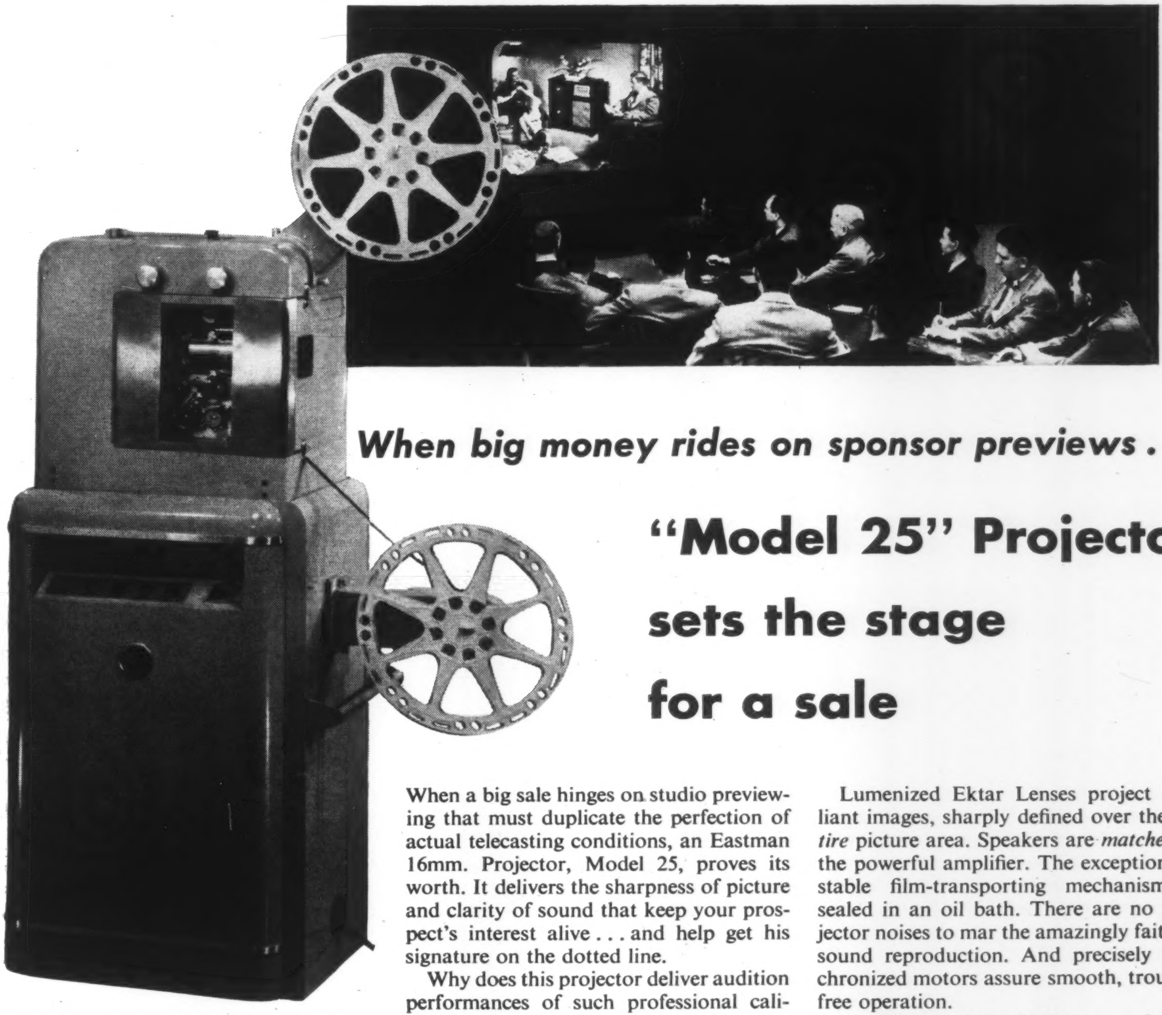

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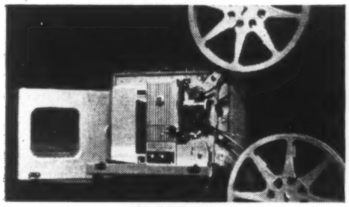

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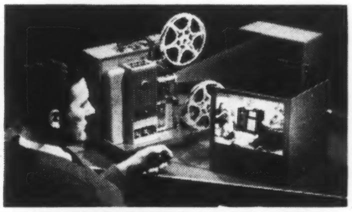

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U. S. - MEXICO TALKS GET DOWN TO EARTH

Preliminaries over, delegations seriously discuss mutual am allocations problems.

WITH preliminaries out of the way, U. S. and Mexican delegations got down to the "meat of real issues" last week in their discussions in Mexico City looking toward an agreement to settle standard broadcasting (am) allocations between the two nations.

One observer reported it is too early to be either optimistic or pessimistic about the outcome of the bilateral talks, but noted discussions so far have been "marked by an attitude of friendliness and cooperation."

The meeting began Nov. 4. The U. S. delegation is headed by FCC Comr. Rosel H. Hyde. Some two dozen industry observers are attending from the U. S. [B•T, Nov. 8, 1].

Principal topics put on the agenda are understood to include: Range and scope of engineering standards; geographic separations; power limitations; basic standards for future station assignments; settlement of present station assignment conflicts, and possible inclusion of Mexico in a full North American Regional Broadcasting Agreement.

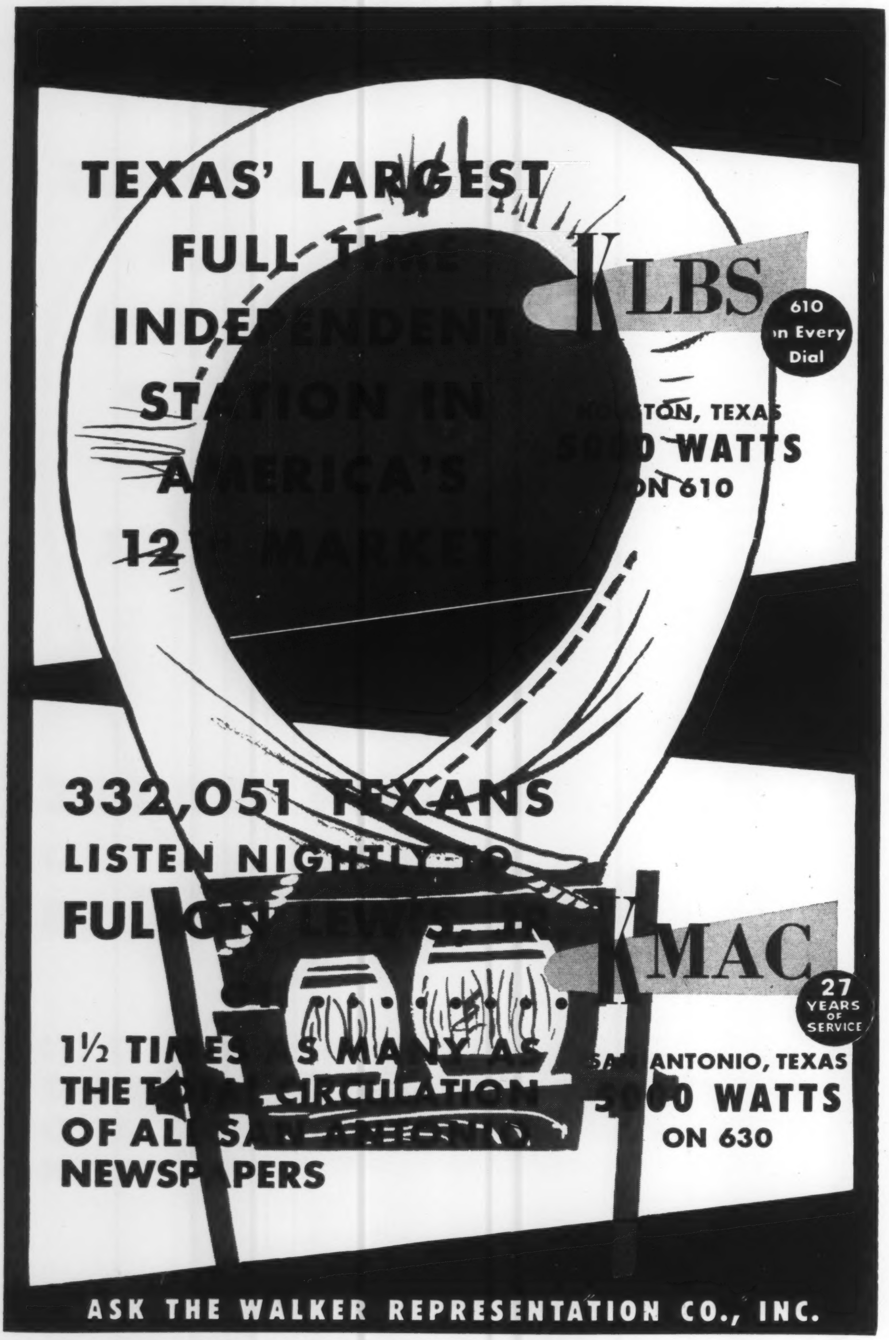
It has been hinted, according to reports, that Mexico would like to call a new conference to negotiate a regional agreement. But the U. S. is expected to stand by its previous opposition to such a move and instead urge a supplement to the 1950 North American Regional Broadcasting Agreement. Mexico was not signatory to 1950 NARBA, which still is pending before the U. S. Senate for ratification.

The U. S. apparently feels that to concede to a call for a new full NARBA at this time would violate its earlier promises to other nations under the 1950 NARBA.

The Mexican delegation, backed by a small group of observers described as a "very good representation" of that nation's broadcasting industry, is understood to be in favor of holding to the 650-mile geographic spacing of co-channel stations between the two countries as now contained in the "gentleman's agreement" which extended the old NARBA.

The Mexicans apparently desire higher power ceilings for their stations, however, with the indications they want more than 250 w for stations on local channels and more than 5 kw for outlets on regional frequencies. It is believed they also would like more liberal standards to govern future station assignments.

The "policy committee" of the conference, comprising principals of both the U. S. and Mexican delegations, has been meeting daily since start of the meeting in order to settle basic issues and give direction to working technical groups, it was explained. These policy meetings probably will be extended into evening and Saturday sessions soon.



STORER CLEVELAND PURCHASE APPROVED

PURCHASE of WJW-AM-FM Cleveland, Ohio, by Storer Broadcasting Co. from William O'Neil for $330,000 less "net quick assets" was approved by the FCC last week [B•T, Oct. 25, 11].

The Commission approval is subject to the condition that the transfer is not to be consummated until Storer disposes of his interests in KGBS-AM-TV San Antonio, Tex.

The WJW sale follows closely on the heels of the Commission's approval to Storer's $8.5 million purchase of the Empire Coil Co., owner of ch. 8 WXEL (TV) Cleveland and ch. 27 KPTV (TV) Portland, Ore., and sale of Storer-owned KGBS-AM-TV to the Huntress-*San Antonio Express* for $3.5 million [B•T, Nov. 1].

WJW will round out Storer's proposed Cleveland broadcast operations by giving the newly-purchased WXEL (TV) an am affiliate.

The purchase of WJW raises the total number of Storer-owned am stations to seven. In order to stay within the limits of the FCC multiple ownership rule—which prohibits any one entity from owning more than seven am or fm stations or more than seven tv stations (of which no more than five can be in the vhf band)—Storer decided to sell in San Antonio.

Other Storer-owned stations are WJBK-AM-TV Detroit, WAGA-AM-FM-TV Atlanta, WBRC-AM-TV Birmingham, WSPD-AM-FM-TV Toledo, WGBS-AM-FM Miami and WWVA-AM-FM Wheeling, W. Va.

All the tv stations are in the vhf band except uhf ch. 27 KPTV (TV) at Portland.

Gannett Buys Gazette

SALE of the *Niagara Falls Gazette*, former owner of WHLD Niagara Falls, N. Y. for $2.5 million to the Frank E. Gannett newspaper interests was announced last week [B•T, Oct. 25]. Disposition of the paper, owned by the late Alanson Deuel, followed sale of WHLD to Earl C. Hull for $5,000. The paper's 25% interest in WGR-AM-TV Buffalo is now owned by Mrs. Helen Deuel, widow of the former publisher. Sale of WHLD was made to facilitate purchase of the WGR holding. Gannett radio-tv interests include WHEC-AM-TV Rochester, WHDL Olean and WENY Elmira, all N. Y., and WDAN-AM-TV Danville, Ill.

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DIVERSIFICATION HIT BY FCC'S LEE

Commissioner tells TAB that he opposes policy which labels newspaper and am operator applicants for tv 'second class citizens'. Oveta Culp Hobby also addresses group.

FCC COMR. Robert E. Lee last Monday expressed opposition to discrimination against newspaper applicants for broadcast facilities. Comr. Lee spoke to the Texas Assn. of Broadcasters (see TAB story page 72). He joined Oveta Culp Hobby, Secretary of Health, Education & Welfare, in bringing the government viewpoint to Texas broadcasters.

Comr. Lee said the FCC has been "bombarded with propaganda against newspaper ownership of radio or tv stations, as well as a discrimination against an am operator who is a tv applicant, under the guise of the so-called diversification of the mass media of communications."

He said this propaganda was disseminated "despite the fact that an examination of the facts will indicate that the best public service job is being done by these very people."

He voiced his position on the subject this way, "I am against any doctrine labeling this group as second-class citizens. The facts just do not warrant it. I can see some justification for such a doctrine only in that unique situation where the only newspaper in an area owns a radio station and is an applicant for the only available tv station.

Local Background Good

"Rather than discriminate against either a newspaper or an am operator I can actually see some points of preference based on their deep roots in the community, their experience in the news, entertainment and educational fields and their proven sense of public responsibility. As a matter of fact, I am conducting some research into this area and I may have something of a more concrete nature to say on a formal basis at a later date."

Comr. Lee reminded that FCC "is primarily the traffic cop of the air and that its power is limited in the Communications Act." He called attention to what he termed "serious violations" of the NARTB codes and warned that "corrective legislation and restrictive regulation invariably follow failure on the part of business to accept the responsibility of policing itself."

In a question-answer session Comr. Lee said FCC is studying subscription tv and may "turn its attention to this area early next year." Interviewed after his talk, he told a reporter he was more concerned with "bad taste" in some tv programs than "breeding of juvenile delinquency." "As the father of three," he added, "I am not seriously concerned with television causing an increase in juvenile delinquency." He did not feel uhf is "doomed to go the way of fm radio" and said color tv will be important in shaping the future of uhf and vhf.

Mrs. Hobby told TAB that "by and large" broadcasters have realized their responsibility in citizenship. "You have increasingly assumed the responsibility of bringing to your listeners and your viewers reports on how their government is operating," she said, "and on how those charged with the duty of governing have measured up or failed to measure up to their jobs.

"You have increasingly contributed to understanding and appreciation of the arts and sciences. You have, in brief, brought within reach of everyone, Bach and biology, Plato and politics, Shakespeare as well as the latest election returns. In this you may—and you should—take pride. For to the important degree that knowledge of the humanities increases man's understanding of man, so it contributes to his ability to govern himself wisely and well."

Mrs. Hobby voiced pleasure at the growth of educational broadcasting, which she defined as "all programs that increase knowledge or enlarge understanding—not merely those prepared under the auspices of schools or colleges."

Hearing-Wise Senators To Testify in Rules Study

THREE senators will testify at a date to be announced before a Senate Rules subcommittee investigating congressional hearing procedures, Sen. William E. Jenner (R-Ind.), chairman, said last week.

The senators, all of whom have served as committee chairmen at hearings, are: Arthur V. Watkins (R-Utah), Senate Select Committee hearing on a motion to censure Sen. Joseph R. McCarthy (R-Wis.); Homer E. Capehart (R-Ind.), Senate Banking & Currency Committee hearings on FHA administration; Estes Kefauver (D-Tenn.), former chairman at hearings by a Senate Crime Investigating committee.

The three will testify on their experience in holding congressional hearings. Among proposals under consideration by the committee are several regarding radio and tv coverage of hearings.

Sen. Watkins' group banned radio and tv from its hearings despite strong protests by broadcasters [B•T, Aug. 9, *et seq.*]. Sen. Kefauver filed a statement with the Jenner group last June in which he credited expanded radio, tv and newspaper coverage of hearings with making "millions of citizens familiar with the dilatory, time-wasting tactics pursued by some staff and committee members."

Initial Decision Granted To KFJI for Klamath Falls

INITIAL DECISION favoring KFJI Klamath Falls, Ore., for a new tv station on ch. 2 there was issued last week by FCC Examiner Isadore A. Honig. The decision was made possible by the dismissal a month ago of the competing application of Klamath Falls Tv Inc., which will be reimbursed $7,500 for expenses incurred in prosecuting its application.

Kansas Merger Cancelled

MERGER of KFBI Wichita with KTVH (TV) Hutchinson, Kan. [B•T, Aug. 16] has been called off with the amalgamation application dismissed last fortnight by the FCC on request of the applicant.

The dismissal followed a protest by KAKE-AM-TV Wichita against the merger, calling for a hearing before FCC approval [B•T, Oct. 18].

KFBI, founded in 1922, operates on 1070 kc, with 10 kw day, 1 kw night, directonal antenna as an ABC Radio affiliate. KTVH, on ch. 12, began operating in June 1953 and is a basic CBS-TV affiliate.

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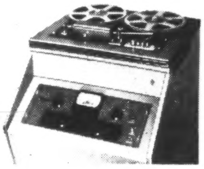

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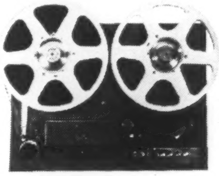

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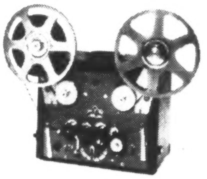

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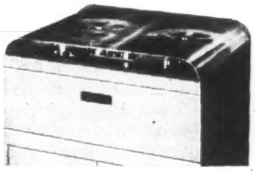

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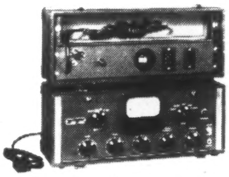

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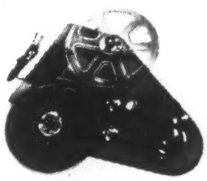
Precision tape amplifier for portable use or rack mounting. Composed of individual record and reproduce (monitor) amplifiers on a common chassis; separate power supply; three-microphone input, 250 ohm low level mixer; illuminated V.U. meter. Output of reproduce amplifier, 500 ohms, plus 20 db maximum. May be used with any model PRESTO tape recorder.



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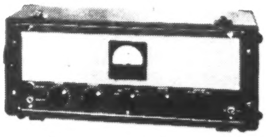

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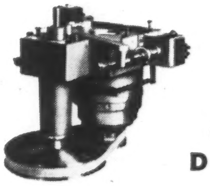

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STATE____________________

what's cooking in Coffeyville?

THE 11 COUNTY COFFEYVILLE TRADE AREA IS A MAJOR MARKET OF 256,000 PEOPLE. 40% LARGER THAN TULSA OR WICHITA. OUR LATEST AREA SURVEY COVERING THIS TERRITORY REPORTS THAT KGGF HAS THE BIGGEST AUDIENCE IN 45 OUT OF 52 MONDAY THRU FRIDAY ¼ HOUR STRIPS! (6:00 A.M. TO 6:30 P.M.)

ALONG WITH THIS LOYAL HOME AREA AUDIENCE, THE KGGF 10 KW SIGNAL DELIVERS PRIMARY COVERAGE TO 87 COUNTIES IN KANSAS, OKLAHOMA, MISSOURI AND ARKANSAS WITH A POPULATION OF 2,750,000.

690 KC ABC
COFFEYVILLE, KANSAS

WEED & CO., National Representatives

Competitor Blocked CBS Pact—WTHT (TV)

Wilmington Tv charges that Jefferson Standard influenced CBS to withdraw proposed affiliation and claims restraint of trade.

CHARGE that Jefferson Standard Life Insurance Co. persuaded CBS to withdraw, its offer to affiliate with ch. 3 WTHT (TV) Wilmington, N. C., in order to protect Jefferson Standard's ch. 3 WBTV (TV) Charlotte, N. C., and ch. 8 WBTW (TV) Florence, S. C., was made to the FCC last week by the Wilmington Television Corp., permittee of the ch. 3 station.

WTHT claimed that it had been assured of CBS affiliation early this spring, but that subsequently a CBS official told its treasurer, A. L. Wheeler, that CBS could not affiliate because of Jefferson Standard's objections.

Station's charges were contained in a Nov. 8 letter to the FCC in connection with its application for extension of completion date. The Wilmington station received its grant in February of this year. It applied for an extension but the Commission said it could not be granted without a hearing. Last month WTHT filed its response to the McFarland letter explaining that it was planning to increase its tower height and power, and also negotiating for an agreement with CBS. Last week's letter was a further communication on this subject.

To bolster its allegation that Jefferson Standard was powerful enough to dictate to CBS, WTHT pointed to that company's ownership of WBT and WBTV (TV) Charlotte, N. C.; WBTW (TV) Florence, S. C.; minority interest in WFMY-TV Greensboro, N. C., and 98% preferred stock ownership of Storer Broadcasting Co. Storer owns WAGA-AM-FM-TV Atlanta, WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WBRC-AM-TV Birmingham, WJW-AM-FM and WXEL (TV) Cleveland, KPTV (TV) Portland (Ore.), WGBS-AM-FM Miami and WWVA-AM-FM Wheeling, W. Va.

Except for the stations in Cleveland and Portland, and the am stations in Detroit and Toledo, all the others are CBS affiliates, WTHT said.

"This extensive multiple ownership constitutes a tremendous concentration of influence and bargaining power which, coupled with prior established relationships, has resulted in the concealed understanding which has prevented [WTHT] from obtaining an affiliation and thereby completing its station construction and beginning operation. It is a combination in restraint of trade," the station said.

WTHT asked the FCC to investigate the relationship of CBS and Jefferson Standard in order to determine whether a conspiracy has been entered into which violates the anti-trust laws. It also charged that Jefferson Standard was in violation of the multiple ownership rule which limits the number of vhf tv stations one entity may own to five.

WTHT also asked that the Commission grant its request for an extension of completion date.

Dover Ch. 40 Surrenders

PERMIT for ch. 40 WHRN (TV) Dover, Del., granted March 1953, was surrendered to FCC Nov. 5 by Rollins Broadcasting Co. "due to expanding am operations . . . which make it unadvisable at this time, from an economic standpoint, to construct the station." Multiple radio station operator, Rollins said it couldn't get tv network affiliation. Deletions now total 109, of which 88 are uhf, 21 vhf.

No Sketches, Either

CARTOONIST Leo Hershfield, whose drawings made in a Senate committee hearing room were shown on NBC-TV after microphones and cameras had been excluded [B•T, Sept. 6], last week was denied entrance into the Senate chamber where the Senators are considering a motion to censure Sen. Joseph R. McCarthy (R-Wis.). Forrest U. Harness, Senate sergeant at arms, ruled that a prohibition against taking pictures in the Senate chamber applies to "artists' sketches and drawings as well as photographs taken with cameras." NBC said an appeal would be made to the Senate Rules Committee. Previously, it was noted, artists frequently have sketched the Senate in action from the press galleries.

Supreme Court Refuses To Hear St. Louis Appeal

THE Supreme Court last week refused to accept an appeal by St. Louis Amusement Co., St. Louis ch. 11 applicant, from a decision by the U. S. Court of Appeals which denied its request that CBS's KMOX St. Louis tv application be dismissed.

Action by the Supreme Court puts St. Louis Amusement Co., composed principally of Fanchon & Marco theatre chain, in an anomalous position; it had been declared in default by the examiner when it refused to participate in the hearings until its legal appeals were heard. The St. Louis hearing is on the verge of coming to an end, with only some depositions required to close the record. Besides CBS and St. Louis Amusement Co., other applicants are St. Louis Telecast Inc. (60% owned by WEW), 220 Television Inc. and Broadcast House (permittee of ch. 36 KSTM-TV St. Louis, now suspended).

St. Louis Amusement Co. held that CBS's application should be dismissed because the network held interests in five tv stations and was ineligible to be granted any further vhf stations. Since the suit was instituted, CBS has disposed of its minority interests in WTOP-AM-FM-TV Washington and in WCCO-AM-TV Minneapolis-St. Paul, and now holds interests in only three owned and operated tv stations (WCBS-TV New York, WBBM-TV Chicago and KNXT [TV] Los Angeles). The St. Louis Amusement Co. argued that CBS was so superior to all other applicants it was bound to receive the St. Louis grant. This means a waste of time and money for other applicants, it said. The Court of Appeals held that the petition was premature.

New Pensacola Am Granted

NEW daytime am station on 790 kc with 1 kw at Pensacola, Fla., was granted last week by the FCC to the W.P.F.A. Broadcasting Co. Although agreeing with the grant Comr. Robert E. Lee expressed concern at the number of contemplated commercial spot announcements. Comr. Frieda B. Hennock voted to send a McFarland letter indicating the necessity of a hearing.

W.P.F.A. Broadcasting is a partnership composed of Charles W. Lamar Jr. (68%), licensee of KCIL Houma, La., vice president—59.5% stockholder KTAG (TV) Lake Charles, La., 60.4% stockholder WPFA (TV) Pensacola, and 11% stockholder WAFB-AM-FM-TV Baton Rouge, La.; F. E. Busby (25%), vice president-stockholder WPFA (TV) and KTAG (TV); John Burk (3½%), and C. C. Barnard (3½%). Messrs. Burk and Barnard are partners in 5.2% interest of KTAG (TV) and 5.6% interest of WPFA (TV).

Advertisement

This message is the ninth of a series

How are

America's global jets coming along?

On a routine test flight from Seattle to Dayton, Ohio, this fall in connection with the National Aircraft Show a Boeing B-52 Stratofortress covered the 1,970 miles at an average speed of 624 miles per hour.

The B-52 is a very advanced aircraft, designed to fulfill, to the highest possible degree, America's strategic air needs. The early test flights of the B-52 prototype models aroused considerable enthusiasm. It was this enthusiasm, along with the need for an aircraft to help solve a demanding strategic air problem, that led the Air Force to the decision that the B-52 should be built not only at the Boeing Seattle plant, but also at a second source. The Air Force named as this second source the Boeing Wichita (Kansas) plant, which is now tooling up preparatory to getting the B-52 into production.

Revolutionary design

Getting an airplane like the B-52 into quantity production is a job that requires a great deal of time and engineering effort. The reason is that the B-52 is far bigger than any bomber used during World War II. It is also far more complex. This size and complexity is a direct result of the fact that the demands made of today's bombers are far in excess of anything required of World War II bombers.

For one thing, such tremendous technical advances have been made in defense systems that any bomber, to carry out a mission against these advanced systems, must be able to operate at extreme altitude and at tremendous speed with great loads. The only aircraft that could meet such exacting demands was a big, fast, jet-powered bomber. Only a revolutionary design, like that of the B-52 Stratofortress, could provide the required revolutionary performance.

To produce the B-52, Boeing had to design and build jigs big enough to accommodate the great wings and other component parts during construction. Along some of these jigs, men work on three different levels simultaneously. But the size of this tooling is not its principal characteristic. Work on the B-52 must be held to watchmaker tolerances, often within a fraction of the thickness of a human hair.

Complex electronic needs

The military job jet bombers have to do requires electronic installations of almost incredible complexity, made up of more than 1,000 tubes and several hundred miles of wiring. These installations must be exact, for they perform many of the tasks that, in World War II bombers, were done by additional crew members.

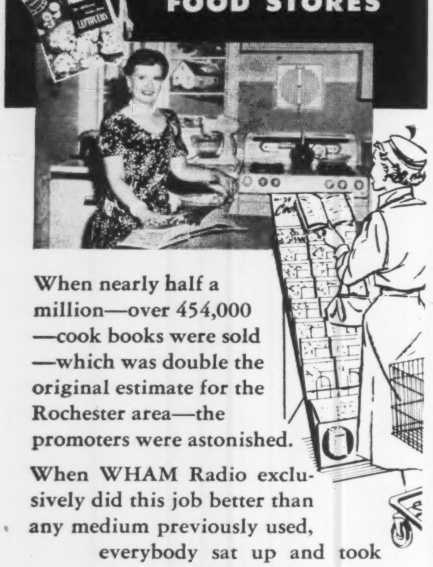
Another comparison that measures the contrast between high-performance jet bombers and earlier piston-powered bombers is this: Boeing devoted 248 hours to wind-tunnel research while working out the design of the B-17 Flying Fortress and 3,718 hours to the B-29, whereas in the case of Boeing's multi-jet bombers the company devoted no less than 19,000 hours to wind-tunnel research, or the equivalent of nine years at a 40-hour-a-week rate. It is to meet demands like these that Boeing has, since 1941, plowed 70% of its profits back into its operations. Some of this was invested in expensive equipment like the high-speed wind tunnel and the new $5,000,000 flight test center built to accelerate the test program of the B-52.

In carrying out its program of building America's global jet bombers, Boeing recognizes its responsibility to create multi-jet bombardment airplanes as capable of serving our needs in the jet age as were earlier Boeings like the B-17 and B-29 in their day of piston-powered aviation.

BOEING AIRPLANE COMPANY

SEATTLE, WASHINGTON; WICHITA, KANSAS

OVER
454,000
COOK BOOKS
SOLD IN
FOOD STORES



When nearly half a million—over 454,000—cook books were sold—which was double the original estimate for the Rochester area—the promoters were astonished.

When WHAM Radio exclusively did this job better than any medium previously used, everybody sat up and took notice—in the food industry . . . in the publishing business . . . and in radio.

It was WHAM's persuasive personalities who sent customers into the stores to buy the famous 24-volume "Encyclopedia of Cooking."

In cook book parlance, the best recipe for getting your share of the 22-county market that spent an estimated $415,855,000 for food in 1953* is WHAM radio.

Want more proof? Ask us or the Hollingbery man to give you the details of this stupendous radio success story.

**Sales Management Survey of Buying Power, 1954*

50,000 watts • clear channel • 1180 KC

WHAM
ROCHESTER RADIO CITY
The Stromberg-Carlson Station
AM-FM ★ NBC Affiliate
Geo. P. Hollingbery Co., Nat'l Rep.

SELLING WESTERN NEW YORK,
NOT JUST ROCHESTER

Supreme Court Hears Boxing Anti-Trust Case

DO radio and television broadcasts of boxing bouts bring that sport under the provisions of the Federal anti-trust laws?

That was the issue the Supreme Court heard argued last week on a government appeal from a decision of the U. S. District Court in New York which dismissed the Justice Dept.'s complaint against the International Boxing Club, Madison Square Garden and others.

IBC attorneys argued that the Supreme Court had held last year that baseball was exempt from the anti-trust laws [B•T, Nov. 16, 1953] and that boxing fell under the same kind of exemption. The situation is "precisely analagous," an IBC attorney said.

The government attorney called attention to the fact that more than 25% of boxing's income was from the sale of radio and tv rights. Since broadcasting is interstate, this brings boxing under the anti-trust laws, they argued.

"As a practical matter," Philip Elman, special assistant to the Attorney General, told the court, "most matches could take place in a tv studio." He claimed that boxing promoters get most of their income from the sale of radio and television rights. The gate receipts for the 1953 Marciano-Charles heavyweight championship fight was $100,000 less than receipts from the sale of radio and tv rights.

The defendants, the government attorney alleged, had promoted all but two of the 21 championship fights in the U. S. from June 1949 to April 1954.

The Dept. of Justice complaint charged that the defendants had conspired to restrain and monopolize interstate commerce in the promotion, exhibition, broadcasting, telecasting and motion picture production and distribution of professional championship boxing contests.

The New York Federal Court dismissed the complaint three months after the Supreme Court upheld a 1922 ruling that baseball was not in interstate commerce and therefore could not be prosecuted under the anti-trust laws.

Supreme Court ruling on the boxing case should be issued sometime before the court recesses in June.

Rule Making Notice Issued On AT&T Uhf Relay to Cuba

FCC has issued a notice of proposed rule making that would permit the AT&T to use beamed uhf channels across the 300-mile Straits of Florida to interconnect Cuba with the United States for telephone and television circuits [B•T, Sept. 27].

The Commission asked for comments on the proposed allocation of 680-890 mc to the International Fixed Public Radiocommunication Service for use in Southern Florida by Dec. 3; counter-comments by Dec. 13.

The telephone company said that only 36 additional telephone circuits would be gained by the addition of submarine cables to the existing cable connection between Cuba and the U. S. By using radio relay facilities, the company said, hundreds of telephone circuits could be added between the two countries and work could be done on development of tv interconnection between Cuba and the U. S.

No interference to existing or potential tv broadcast stations would take place, AT&T said. This will be accomplished through proper siting and engineering, it said.

GOVERNMENT PEOPLE

Dr. Harold Lyons appointed assistant chief for research, radio standards div., National Bureau of Standards, Boulder, Colo., laboratories.

AP's Oliver Launches New Radio-Tv Column

NEW RADIO-TV news column will be launched by AP Newsfeatures today (Monday), written by Wayne Oliver. Mr. Oliver, who was recently appointed radio-tv editor for AP [B•T, Oct. 4], succeeds C. E. Butterfield, who retired after covering the broadcasting industry for more than 30 years [B•T, Sept. 27].

Mr. Oliver's column will feature commentaries, interviews, closeups of radio-tv personalities and analyses of new programming trends. He also will introduce behind-the-scene personnel in radio-tv and explain technical developments that affect viewers and listeners.

Spot news developments and two or three reviews a week will also be featured. Each daily column will average about 400 words. Sunday features will be expanded to 800 words with special illustrations supplied to AP subscribers to be used with the Sunday column.

Mr. Oliver joined AP in 1937 in Miami. He was later transferred to the New York bureau where he wrote radio newscasts and commentaries. Since 1947 he has been a member of AP's business news staff specializing in radio and television.

RCA to Supply Stations Thesaurus' Yuletide Packag

THESAURUS' Christmas package of 16 f tures will be supplied by RCA Recorded Program Services to member stations for the co ing Yuletide season. The lead item will b program titled "The Christmas Miracle Jaspar Crown," starring Charles Ruggles.

Included is an hour-long dramatization o Charles Dickens' "A Christmas Carol"; "Th Story of the Nativity," a half-hour show sta ring Walter Hampden, and "A Christmas Visit With Ted Malone," featuring Mr. Malone's recitation of Christmas stories. The package also contains sales aids with stations being supplied with 22 new "echo attention getters" for the holidays.

The bonus package offers two New Years' shows, *New Year's Eve Dance Parade,* a two-hour show with eight name bands, and *New Year's Day—1955,* a half-hour review of 1954 hits.

Closed-Circuit Opera Telecast Reaches 60,000

CLOSED-CIRCUIT telecast of the Metropolitan Opera opening night performance last Monday, attracted an estimated audience of more than 60,000 in 32 theatres from coast to coast, it was reported last week by Nathan L. Halpern, president of Theatre Network Television.

Mr. Halpern said it was not possible to compute immediately the total receipts from TNT's telecast, pointing out that much bookkeeping was involved because local charities throughout the country benefited by the performance. In many cities, the Metropolitan Opera Guild, plus a local charity, was earmarked for a percentage of receipts.

The cameras and crews of the DuMont Television Network were utilized for the closed-circuit telecast.

GM Plans TNT Celebration

CELEBRATION marking production of the 50,000,000th automobile by General Motors Corp. will be carried via a Theatre Network Television closed-circuit telecast to hotels in

6 cities on Nov. 23. Nathan L. Halpern, NT president, stated that the telecast will e carried by the most extensive large screen closed-circuit network on record. The occasion also marks the first time General Motors has used closed-circuit tv, Mr. Halpern added. The telecast will originate from Flint, Mich.

Brant to UP Central Post

EDWARD L. BRANT has been appointed central division business manager of UP, succeeding Dale M. Johns, who recently was named manager of UP's New York-New England division. Mr. Brant joined UP as a leased wire operator after graduation from public school in Chicago, and has served the organization in various capacities since that time, most recently as a business representative.

MR. BRANT

KBS Adds 12 Stations

KBS has announced addition of 12 affiliates, according to Blanche Stein, station relations ector. New stations are KTAE Taylor, AC San Antonio and KLBS Houston, all as; WCDT Winchester, Tenn.; WFAR Farrell, Pa.; KLMX Clayton, N. M.; KXRA andria, Minn.; WMAW Menominee, Mich., OA Hopkinsville, Ky.; KMAN Manhattan KMDO Fort Scott, both Kan.; and WEIC arleston, Ill. Keystone station list as of Nov. numbers 783.

'Lombardo' Sold in 9 Markets

SALE of *Guy Lombardo and His Royal Canadians* in nine Canadian markets has been announced by MCA (Canada) Ltd., Toronto. Contract has been signed by Loblaw Groceterias Ltd. for 52 weeks. Sponsorship also includes options to neighboring American markets and new Quebec stations.

Canadian stations include CBLT Toronto; CHCH Hamilton; CKCO Kitchener; CBOT Ottawa; CKSO Sudbury; CKLW Windsor; CKWS Kingston; CHEX Peterborough and CFPL London. Sale was negotiated by MCA's Stuart Smith through F. H. Hayhurst Co. Ltd.

Ziv Radio Business Up 31%

OPEN-END transcribed radio business at Frederic W. Ziv Co. is running 31% higher for the first nine months of 1954 than it did during the same period last year, Alvin E. Unger, vice president in charge of sales, has announced. He attributed the high figure to record sales of two new Ziv programs, *The Red Skelton Show* and *Mr. District Attorney*.

In addition, Mr. Unger cited renewals of the *Guy Lombardo Show, Cisco Kid* and other Ziv properties as helping to bring up the high rate of radio sales. A new sales drive for the second year of Ziv's *Hour of Stars* is now underway. The series, featuring Ginger Rogers, Peggy Lee, Dick Powell and Tony Martin, achieved more than 400 sales its first year on the air.

INS-Telenews Offers Grid Film

QUARTER-HOUR film showing outstanding football upsets of the last 20 years will be released by INS-Telenews, New York, immediately after Thanksgiving Day. The commentary will be by Harry Wismer, who also narrates the weekly tv show, *General Sports Time*, sponsored by General Tire & Rubber Co.

The one-time program is available for local or regional sponsorship with exclusive rights in each market, according to Robert H. Reid, INS television department manager.

PROGRAM SERVICES SHORTS

Richard H. Ullman Inc., Buffalo, N. Y., announces sale of *Number Pleeze* to WSRS Cleveland, WHOT South Bend, Ind., WKDA Nashville, Tenn., WHHM Memphis, Tenn., WQXI Atlanta, Ga., and WHHH Warren, Ohio.

Gomalco Enterprises Inc., Hollywood, established by David O'Malley and Sam Honigberg to manage NBC-TV *George Gobel Show* for Mr. Gobel, with public relations office, under Mr. Honigberg, in suite 803, Taft Bldg., and administrative office, under Mr. O'Malley, at 9100 Sunset Blvd.

RKO-Pathe, N. Y., is producing tv commercial series for Chrysler Corp., Detroit. Agency: McCann-Erickson, N. Y. Firm also producing tv spot series for The Lionel Corp., N. Y.

Five Star Productions, Hollywood, is filming its third tv commercial series, consisting of eight 60-second and four 20-second films, combining animation and live action, for Falls City Brewing Co., Louisville, Ky. Agency: Prater Adv. Agency, St. Louis. Five Star also is completing three live action and animated film commercials for W. A. Sheaffer Pen Co., Ft. Madison, Iowa. Agency: Russel M. Seeds Co., Chicago.

Harris-Tuchman Productions, Hollywood, is completing opening and closing spots for Louis Milani Foods, L. A., to be used on KNBH (TV) Hollywood *Meet Corliss Archer*. Agency: Arthur Meyerhoff & Co., Beverly Hills, Calif.

Tv Spots Inc., Hollywood, signed to create and produce two special commercials for NBC-TV *People Are Funny* by Paper-Mate Inc., Culver City, Calif. Agency: Foote, Cone & Belding, N. Y.

Coastal Recording Co., N. Y., has announced acquisition of facilities of Fulton Recording Co., same city.

PROGRAM SERVICES PEOPLE

Irving Saver, district manager, Alexander Film Co., Colorado Springs, Colo., promoted to general district manager, New England sales territory.

Fanshawe Lindsley, advertising executive, *Fortune* magazine, N. Y., appointed general sales manager, TNT Tele-Sessions, business and industrial div. of Theatre Network Television Inc., same city.

Lee Kraft, formerly tv sales head, McConkey Artists Corp., N. Y., to Mercury Artists Corp., same city, in charge of variety talent sales to tv.

William Buwalda, owner, former Ad-Vision & Assoc., Hollywood radio-tv publicity agency, opens Bill Buwalda & Assoc., specializing in placing guests and products on radio-tv programs. Address: 6500 Selma Ave.; telephone: Hollywood 2-8730.

BATON ROUGE:
WATCH YOUR SALES
SOAR
in the SOUTH'S
fastest growing market!

POPULATION
1940 88,415
1953 197,000

RETAIL SALES
1940 ... $ 20,251,000
1953 ... $184,356,000*

the FIGURES

RANKS 92nd IN EFFECTIVE BUYING INCOME
HIGHEST PER CAPITA INCOME IN LOUISIANA
WORLD'S MOST COMPLETE OIL CENTER
CHEMICAL CENTER OF THE SOUTH
DEEP WATER PORT

and FACTS

To see your sales reach their greatest heights in this rich petro-chemical market, select WAFB-TV, the *only* TV station in Baton Rouge, with programs from all 4 networks, and our own highly-rated local shows.

Tom E. Gibbens
Vice Pres. & Gen. Mgr.

Adam J. Young, Jr., Inc.
National Representative

**East Baton Rouge Parish, Survey of Buying Power, 1954*

WAFB-TV
Channel 28
BATON ROUGE, LA.

3 INDIANA CITIES SWITCH OVER TO EST

Adoption of change causes concern among broadcasters over time shifts. Two more cities are about to decide on the switch.

A WAVE of time changes was gathering momentum throughout Indiana last week, prompting disruption of broadcast schedules in some towns and posing a definite threat in others.

The movement reportedly got under way in Fort Wayne, which shifted from Central to Eastern Standard Time a fortnight ago. Since then, local councils or governing bodies of other cities have drafted resolutions which would effect the change on a larger scale.

Already in the camp, in addition to Fort Wayne, were Goshen and Elkhart. Additionally, a number of small surrounding communities have adopted the change. Indianapolis and South Bend are on the brink of decision.

The movement aroused concern among broadcasters, mindful of the confusion of radio's early days during time shifts, but there appeared to be no evidence of an organized effort to resist the wave. Bruce McConnell, WISH-AM-TV Indianapolis, said the Indiana Broadcasters Assn. of which he is president, would not officially consider the matter until it reaches the Indiana State Legislature early next year.

Radio-tv broadcasters were concerned over the inevitable conflicts that would arise when network programs, particularly television, are pushed back an hour, thus playing havoc with succeeding local strips, in some cases children's shows.

Fort Wayne newspapers are credited with spurring the movement, because of circulation and other factors involving neighboring Ohio, which operates on EST. They printed sample ballots and the local governing body "polled" the populace, who favored it unanimously.

In South Bend, a public hearing is set for Nov. 22 and the change would become effective Nov. 28. Indianapolis also has set a hearing before the city council within the next week but won't enforce any time change until the Legislature meets in January.

In most cases, EST would remain in effect all year, thus necessitating schedule changes next April when most of the country reverts to daylight saving time.

Some broadcasters contacted by B•T in areas which adopted EST, notably in Fort Wayne, indicated they have made the transition smoothly, But one Indiana broadcaster said that if his town passes the resolution, it "would murder us."

Gary is one of the few towns that would remain on CST, being located in the Calumet City area closely adjoining the Chicagoland periphery.

Color Commercial 'First'

DuMONT's new color tv series, *Sunday Supplement*, will give advertisers a chance to test color film commercials at no extra cost, George L. BarenBregge, manager of WABD (TV) New York, announced last week. Color spots for both slides and film are being offered to advertisers with a six-month protection-guarantee on the hour-long color show, which premiered Oct. 31. Such films would become the first regularly-seen color film commercials in the industry, Mr. BarenBregge stated.

KMBY-AM-TV Monterey Sold to KSBW Owners

PURCHASE of KMBY-AM-TV Monterey, Calif., by the owners of KSBW-AM-TV Salinas, Calif., for $230,000 plus the assumption of $117,000 in liabilities, was announced last week. The agreement is subject to FCC approval.

Both KMBY-TV and KSBW-TV share time on ch. 8 in the Salinas-Monterey area.

The agreement also provides that KMBY (1240 kc with 250 w) will be sold. This is necessary to stay within the provisions of the FCC's duopoly rule which forbids one person or company from owning more than one station in each service in a single market. KSBW operates on 1380 kc with 1 kw, with an application to increase power to 5 kw now pending before the FCC. KSBW is an MBS affiliate.

The transfer will be in the nature of the purchase of the stock of Monterey Radio-Television Co. by Salinas Valley Broadcasting Corp. The latter is headed by John Cohan, 25%, and includes W. M. Oates, secretary-treasurer, 25%, plus a new group of local citizens owning the remaining 50%.

Monterey is headed by Kenyon Brown, 30%, and includes Harry M. (Bing) Crosby, 24%; George M. Coleman, 30%; William Morrow, 6%, and S. M. Aston, 10%. Mr. Brown owns 50% of KWFT-AM-FM-TV Wichita Falls, Tex.; 18% of KBYE Oklahoma City, and 19% of KGLC and 25% of KMIV (TV) Miami, Okla. Mr. Crosby and his associates also hold interests in the Miami stations.

"We believe improved service to this area will result from an integrated operation and eliminate the economic problems of operating the share-time [tv] stations in such a small market," it was announced in a joint statement by Mr. Brown and Mr. Cohan.

Mr. Cohan stated that KSBW-TV will maintain facilities in Monterey similar to those now used by KMBY-TV.

Both tv stations began in September 1953.

Sale of KMBY will be handled by Blackburn-Hamilton, the announcement stated.

Faithful Number

THOMAS F. O'NEIL, president of General Teleradio, and Gordon Gray, GT vice president and general manager of WOR-AM-TV New York, last week presented watches and pins to 67 employes whose total tenure with the stations amounted to 710 years. By "happy coincidence," according to a spokesman, WOR's radio frequency is 710 kc.

SRA HAS PLAN FOR FULL-SCREEN TV ID

Would give 8 seconds to advertiser, 2 to station; earlier plans envisioned 7¼ to 2¾ time split.

A NEW, somewhat different system of full screen "shared" tv identifications was announced last week by Station Representatives Assn. It provides for the 10-second station identification time to be divided thus: eight seconds full screen for the advertiser's message, two seconds full screen for call letters and/or channel number.

SRA's plan, to be submitted to stations shortly for their reaction, is one of several that have been devised. One in which the advertiser gets full screen for 7¼ seconds and the station's call letters and channel number get full screen for 2¾ seconds was announced a few weeks ago by Thomas B. McFadden, director of NBC National Spot Sales, and spot campaigns based on similar divisions of full-screen time have been placed by Miss Reggie Schuebel of Reggie Schuebel Inc., tv-radio consultant, employing a system she worked out [B•T, Oct. 18]. Some stations also have worked up plans of their own.

Timing Uncomplicated

Observers doubted the difference in timing between SRA's 8-2 division of the 10 seconds and the 7-¼—2-¾ seconds allocation formula would result in any substantial complications.

The full-screen formulas for sharing station identification time are offered as alternatives to the existing system in which the advertiser's message and the station ID share the screen for the full 10 seconds, with the commercial occupying three-quarters and the station identification one-quarter of the screen. SRA Managing Director T. F. Flanagan said virtually all stations will accept the three-quarter-screen 10-second spots but that many would want to keep their call letters on the screen for the full period and accordingly would not accept the 8-second full screen commercial. However, he said, some 50 stations have accepted the 8-second plan and many others may be expected to accept shortly.

"This is urgent," he said in an SRA bulletin, "as a large number of advertisers through their agencies are ready to go ahead on receipt of word from us."

"For those stations registering acceptance of the new standards," he said, "the agency will provide the commercial film incorporating both the video and audio, to which the station will attach its own full-screen ID film, with audio handled by the staff announcer." The eight-second portion to be furnished by the agency, he continued, will consist of 1½ seconds silent, 6 seconds commercial, and one-half second silent (or station audio ID.)

Mr. Flanagan pointed out that SRA's tele-

SOUTHEAST
Gates • ATLANTA
1133 SPRING ST., N. W.
TELEPHONE - - ELGIN 0369
— FOR ALL BROADCAST EQUIPMENT NEEDS —

1954 CHRISTMAS GREETINGS 1954
1954 CHRISTMAS GREETINGS 1954

If You have "THE TIME"–
WILL YOU HELP FIGHT TB*

The 48th ANNUAL CHRISTMAS SEAL SALE
— NOVEMBER 22nd thru DECEMBER 1954 —

☆ *THESE STARS HAVE CONTRIBUTED THEIR TALENT TO MAKE THIS PUBLIC SERVICE CAMPAIGN MATERIAL AVAILABLE TO YOU:*

Radio: 15-minute transcribed programs starring: RAY ANTHONY, JACK BENNY, PERRY COMO, EDDIE FISHER, PHIL HARRIS & ALICE FAYE, BOB HOPE, EARTHA KITT, GUY LOMBARDO, JULIUS LA ROSA and TENNESSEE ERNIE.

- Transcription of 20 celebrity spot announcements.
- Transcription of 20 recording artist spot announcements especially designed for disc jockey shows.
- New Christmas Seal song—THE SPIRIT OF CHRISTMAS—by Matt Dennis & Tom Adair recorded on Decca by KITTY KALLEN.

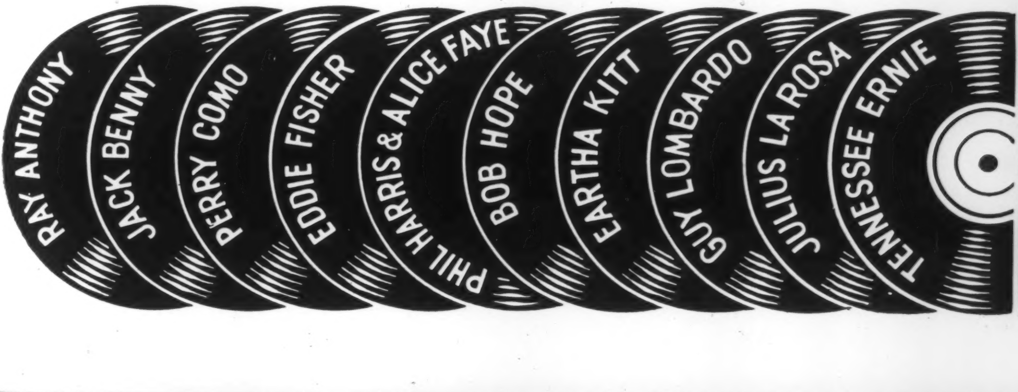
Television: 1-minute and 20-second film spots featuring: ROD CAMERON, JAMES GLEASON, JUNE HAVOC, EDWARD G. ROBINSON, ROBERT RYAN, ROBERT STACK, JAN STERLING and CLAIRE TREVOR. Produced by Martin Lencer, Goldwyn Studios, Hollywood.

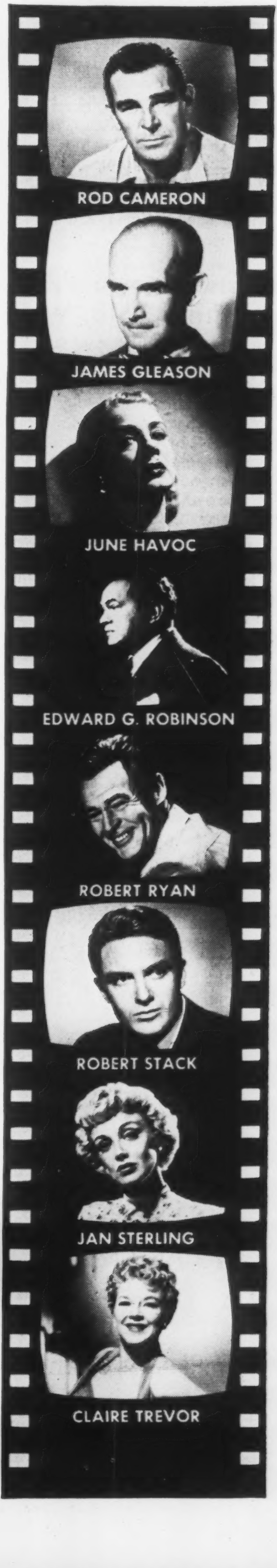
- Slides, balop cards, flip cards and posters—greyed and *color*.
- 30-minute documentary film WITHIN MAN'S POWER, the story of the last fifty years of progress in the fight against tuberculosis. Produced by Nicholas Webster. Photography by Boris Kaufman.

For *NETWORK* use, contact: NATIONAL TUBERCULOSIS ASSOCIATION
Public Relations, 1790 Broadway, New York 19, N. Y. Circle 5-8000, Extension 280

For *LOCAL* use, contact: YOUR TUBERCULOSIS ASSOCIATION
in your own community.

****Tuberculosis is our country's number one infectious killer.***


RAY ANTHONY
JACK BENNY
PERRY COMO
EDDIE FISHER
PHIL HARRIS & ALICE FAYE
BOB HOPE
EARTHA KITT
GUY LOMBARDO
JULIUS LA ROSA
TENNESSEE ERNIE


ROD CAMERON
JAMES GLEASON
JUNE HAVOC
EDWARD G. ROBINSON
ROBERT RYAN
ROBERT STACK
JAN STERLING
CLAIRE TREVOR

vision committee started work on standardizing the full-screen 10-second ID early this year and "has been investigating every conceivable technique and method, setting up actual physical try-outs to see how the formula would work in practice. We have discovered that the success of various techniques is dependent not only upon the skill of operators, but also the techinical equipment of various stations. It was necessary to find a combination which would be universally acceptable, and one which could be satisfactorily handled by all television stations."

He said the television committee is agreed upon the new plan, and that detailed standards and request for compliance with one or both standards (10-second shared screen, full-screen shared time) will be forwarded to stations shortly.

Participate in Printed Program Data, Weed Advises

CLIENT STATIONS of Weed Television, New York, station representative firm, were advised last week by Joseph J. Weed, president, to take maximum advantage of the opportunity to participate in expanding program schedules published by newspapers and tv regional program magazines. He noted that schedule expansion was a direct reversal on the part of a number of publishers who previously had cut listing space for radio-tv stations.

Mr. Weed addressed his comments to local stations, pointing out that every program on a local station is a local show in the community and therefore often surpasses network shows in rating and interest.

CBS Spot Sales Seeks Mail Order Business

Richard Cruise is named head of the special department. Michael Campbell appointed sales service manager.

IN WHAT was believed to be one of the first such moves by a major station representation organization, CBS Radio Spot Sales announced last week it was creating a special department to develop mail order business.

Richard G. Cruise, formerly of MacFadden Publications, was named to head the new unit, which, officials emphasized, will deal only with "legitimate, bona fide" mail order firms and will not accept "questionable" accounts. Nor will it accept per inquiry business, they said.

Henry R. Flynn, general sales manager of CBS Radio Spot Sales, who announced the appointment, said Mr. Cruise will serve as an aide to account executives and salesmen in the development of new mail order business and the establishment of high standards in the calibre of products offered.

CBS Radio Spot Sales in the past has accepted mail order business but has not actively solicited it. Spokesmen said the decision to establish a special mail order setup stemmed from the belief that "there is enough good advertising in mail order to justify our going after it."

Neither the spot sales organization nor the stations it represents will deal directly with orders sent in by listeners. The letters will go to a special post office box where a bonded messenger will collect them regularly and deliver them to the advertiser.

Mr. Cruise's appointment was one of several announced by CBS Radio Spot Sales last week. Michael Campbell was named sales service manager, Alice Santti was promoted to manager of contracts and Ralph Dennis was named an account executive in the New York office.

Mr. Cruise, before joining MacFadden, was a salesman for the North Hollywood Printing Co., North Hollywood, Calif., and before that was with the Lockheed Aircraft Corp. in Burbank, Calif.

Mr. Campbell, new sales service manager, has been sales service manager of CBS-owned WCBS New York since April 1952, and before that had been in the co-op and station relations divisions of the CBS Radio network since 1937 except for Army service from 1941 to 1945.

Miss Santti, appointed manager of contracts, has been head of the availabilities department. She joined CBS Radio Spot Sales in 1944 after serving as traffic manager of CBS-owned WEEI Boston.

Mr. Dennis, who joins Spot Sales today (Monday), has been an account executive with H-R Representatives and before that was with The Katz Agency in a similar capacity. He formerly served with ABC, resigning as manager of radio and television spot sales there in 1952.

WBC Radio Program Managers Schedule New York Parley

INFORMAL program seminar of program managers of the five Westinghouse Broadcasting Co. radio stations is scheduled for Nov. 17-19 in New York at the Hotel New Weston. Richard Pack, WBC national program manager, has arranged the "shirt sleeves" session.

Opening session will feature a discussion by Chris J. Witting, WBC president, on "Programs Are Our Product."

The meeting, first of its kind for WBC program managers, will be a series of workshop sessions, Mr. Pack said. "In line with our increased emphasis on creative radio programming, we want to improve even further our present programming and mutually develop new concepts and ideas," he declared.

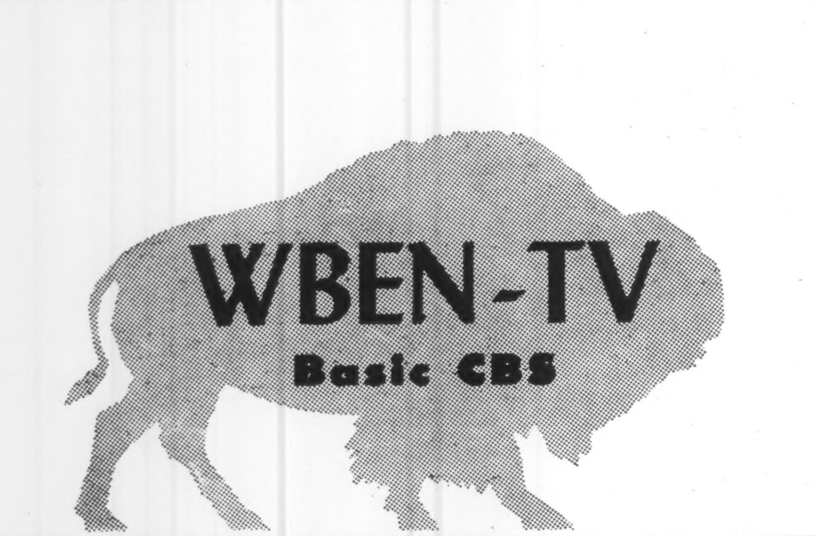
Transmitter With 316 Kw ERP Inaugurated by WATV (TV)

NEW TRANSMITTER, with effective radiated power of 316 kw, was scheduled to go into operation last Friday at WATV (TV) Newark, N. J. (ch. 13). With the change in power, WATV claims to be the first outlet in the area to provide a "super-power" signal.

The transmitter was inaugurated at a luncheon at the Mosque Theatre, Newark, where WATV offices and studios are located. Guests included: Gov. Robert B. Meyner; Monsignor John L. McNulty, president of Seton Hall U.; Hulan Jack, borough president of Manhattan; Prof. Ormond J. Drake, assistant secretary of New York U.; Charles H. Brower, trustee of Rutgers U. and executive vice president of BBDO, and 400 other civic, business and industry representatives.

Edgar L. Hayek Dies

EDGAR L. HAYEK, 69, a founder of KATE Albert Lea, Minn., and onetime director of the original National Assn. of Broadcasters, died in that city Oct. 31. Mr. Hayek had been in semi-retirement the past few years after selling his interest in the station.



Buffalo's Pioneer Television Station
Covers Western New York—the Empire
State's Second Largest Market
Northwestern Pennsylvania and Parts
of the Canadian Province of Ontario

Get the WBEN-TV Story From

HARRINGTON, RIGHTER & PARSONS, INC.

Quinlan Tells Viewers Tv Is 'Dynamic Medium'

IN a rare if not wholly unprecedented move in the industry, Sterling C. (Red) Quinlan, vice president of ABC's o&o WBKB (TV) Chicago, went before the cameras with an institutional message Nov. 6-8-11 on behalf of the station's programming and advertising activities.

Speaking Nov. 6, Mr. Quinlan praised television as a "dynamic medium" and observed that while ABC-TV has made great strides in programming, it has generally left daytime tv fare to the local stations. At that point, he explained his own station's "Half-Nelson" plan, designed to offer a variety of local shows hewing away from conventional formats.

Using a "flopover," agency-type presentation, Mr. Quinlan also directed his comments to advertisers on cost-per-thousand and other considerations. Toward the end he noted that tv "can be the most dynamic medium if used right and the worst if not."

ABC Chicago, while also claiming something of a "first" in this type presentation, described it as an "open closed circuit."

Alaska Radio, Tv Firms Announce Affiliation

AFFILIATION of Alaska Broadcasting System Inc. and Northern Television Inc. (KTVA [TV] Anchorage) has been announced by William J. Wagner and A. G. Hiebert, presidents of the respective firms. Alaska Broadcasting System comprises KFQD Anchorage, KFRB Fairbanks, KINY Juneau, KTKN Ketchikan, KIBH Seward and KIFW Sitka. In making the joint announcement, Messrs. Wagner and Hiebert said that the affiliation will provide better overall programming for the Alaska radio-tv audiences and bring many sales advantages to both local and national advertisers. Northern Television has an application pending before the FCC for a new tv station at Fairbanks. If the application is granted, the new affiliation will provide a service of eight stations, six radio and two television, to the Alaskan audience.

Barrington Appointed KXOK Station Manager

APPOINTMENT of Bruce Barrington, KXOK St. Louis director of special affairs, as station manager, has been announced by Elzey M. Roberts Jr. and C. L. Thomas, president and vice president, respectively, of newly-acquired KXOK Broadcasting Inc. In other appointments, Elmer G. Muschany, production manager, has been named program director and a member of the board; V. N. Springgate, director of sales, has been elected to the board of directors; Arthur F. Rekart has been named chief engineer, and Frank Doyle becomes publicity and program director.

Miami Tv Applicant Buys Land

TITLE to a 34-acre tract located south of Hollywood, Fla., has been acquired by the South Florida Television Corp., one of four applicants for ch. 7 in the Miami area, according to Jack C. Stein, president. Cost of the tract is $80,000. James Lawrence Fly, former chairman of the FCC, is chairman of the South Florida board.

'Gone' Song Back

SINCE WOR-TV New York began using "Tara's Theme," background music from "Gone With the Wind," on its *Million Dollar Movie* series, five new recordings of the song have been released. The station reported last week that as many as 800 calls a week were received at the studio inquiring about the theme music. The particular disc played by WOR-TV was cut by Al Goodman's orchestra. Until it was put into use on WOR-TV it was dead-listed but has since been re-pressed and re-issued by RCA Victor.

Halsey Rejoins Weed

BATES HALSEY has joined Weed Television Corp., New York, as eastern sales manager, the station representative firm announced last week. Mr. Halsey was formerly an account executive at Weed from 1946 to 1950. Before rejoining the company, he was with the O. L. Taylor Co. and Paul Raymer Co., both station representative organizations.

Scanlon Promoted at WCBS

APPOINTMENT of George Scanlon as sales service manager for WCBS New York was announced last week by Henry Untermeyer, sales manager at the station. Mr. Scanlon, who joined CBS in 1951 and transferred to WCBS in 1953, replaces Michael Campbell, who has moved to CBS Radio Spot Sales in a similar position (see story page 106).

WNAX Sponsors 13-Day Tour Of Six East, Midwest Cities

THIRTEEN-DAY tour sponsored by WNAX Yankton, S. D., with some 70 people participating was completed over the weekend after visits to six major cities in the East and Midwest. The tour idea was inspired by the success of a WNAX-sponsored trip to Chicago in August for the All-Star football game.

Price of the tour per person was $297. The fee included round-trip transportation, hotel expenses, sightseeing, tips, daily breakfast, two luncheons and a Washington dinner party arranged for the tourists during their stay in the Nation's Capital.

The group left Yankton on Nov. 1 and visited Chicago, Detroit, Niagara Falls, New York, Washington and Cincinnati before returning to Yankton yesterday. WNAX sent its farm reporter George B. German to help entertain the group. The trip was arranged by Barney O'Lavin, former advertising agency executive now operating O'Lavin Travel Agency, Sioux Falls, Sioux City, and Fargo.

KCMO Goes Fulltime

INAUGURATION of 24-hour programming for KCMO Kansas City, Mo., effective Nov. 8, is announced jointly by E. K. Hartenbower, general manager of KCMO-AM-FM-TV, and George Stump, KCMO program director. A special nighttime lineup has been scheduled which will make KCMO the first and only radio station in the greater Kansas City market to be operating on a 24-hour basis, according to the station.

RADIO

TRANSCRIPTIONS **TELEVISION**

THEATRES THE BEST MUSIC IN AMERICA SESAC **HOTELS**

CONCERT HALLS **MOTION PICTURES**

PHONOGRAPH RECORDS

SESAC Performance Licenses provide clearance for the use of SESAC music via Radio, Television, Hotels, Films, Concert Halls and Theatres.

The ever growing SESAC repertory now consists of 263 Music Publishers' Catalogs—hundreds of thousands of selections.

SESAC INC.

Serving The Entertainment Industry Since 1931

475 FIFTH AVENUE **NEW YORK 17**

TOPS in PITTSBURGH 5 Times in a Row!

Once again—for the *fifth straight time* since joining CBS—KQV leads all other Pittsburgh stations in program "firsts," as measured by Pulse Surveys.

We're flying high, and our clients love it, but we're continuing to add muscle to the hardest working promotional and merchandising program in Pittsburgh radio.

In addition to KQV's strong, in-Store merchandising tie-ins, we're plugging program listings with large ads in Pittsburgh newspapers seven days a week.

Better contact KQV or your Raymer man pronto for details.

KQV
CBS Radio IN PITTSBURGH
5000 W—1410 KC
National Representatives:
PAUL H. RAYMER Company

THOMAS B. McFADDEN (l), director of NBC Spot Sales, discusses the NBC Spot Sales Promotion, Merchandising & Publicity Clinic, held in New York Nov. 4-5, with the meeting's co-chairmen (l to r): Mort Gaffin, advertising and promotion manager; Robert F. Blake, publicity director; Max E. Buck, merchandising manager, and H. W. Shepard, manager of new business and promotion.

Ch. 6 Milwaukee Applicants Reported Close to Merger

NEGOTIATIONS for the merger of the applicants for Whitfish Bay's ch. 6 (Milwaukee) continued last week with prospectives bright for an agreement among the three contestants, it was learned.

At the same time, WMIL Milwaukee, one of the applicants, denied reports that the merger agreement involved its withdrawal from the race.

Jerome Sill, WMIL general manager, told B•T that WMIL has made no agreement or commitments leading to a drop-out. "We have agreed with Hearst [WISN Milwaukee] and Independent [the third applicant composed of Milwaukee and Detroit businessmen] to obtain a continuance for the purpose of exploring consolidation or any other moves leading to an immediate grant on ch. 6 in Milwaukee as a means of providing a needed and additional vhf service to the Milwaukee area," he said.

WTRI (TV) Moves to Albany

TRANSFER of studio operations from Troy, N. Y., to its new $200,000 building in Albany, was completed Nov. 1 by WTRI (TV), according to the station, which reports using filmed selections during the major part of the change to avoid interruption in regular program service. The new studio will utilize over 4,000 sq. ft. and although now in use, completion of various construction details will take several weeks.

WTRI plans an official public dedication after the first of the year.

WKNX-TV Boosts to 207 Kw

WKNX-TV Saginaw, Mich., went to 207 kw power Nov. 1 on ch. 57, according to the station, which also reports being completely equipped to transmit color programs. WKNX-TV is affiliated with CBS and ABC and carries many local programs produced by its staff and originating in the WKNX-TV Television Center. It is now claimed that station coverage extends to more than one million residents in Northeastern and Central Michigan.

Will A's Broadcast?

WILL the new Kansas City Athletics permit broadcasting of their 1955 American League baseball games? That was a moot question last week and the answer seemed to be—yes and no. Owner Arnold Johnson was reported to have given the okay to a survey with respect to television. But the immediate indications were that his club would follow the pattern of the Milwaukee Braves the past two years and permit only radio coverage. Mr. Johnson reportedly is sold on radio as a promotional weapon and the Braves type of regional radio network home-and-away coverage, which has proved successful for Miller Brewing Co.

Avery-Knodel Names Grabhorn

APPOINTMENT of Murray Grabhorn as a tv account executive in the Los Angeles office of Avery-Knodel, station representative firm, was announced last week. Mr. Grabhorn formerly was sales manager of WATV (TV) and WAAT Newark, N. J., and also is a former vice president of ABC, managing director of SRA and manager of new business development for Edward Petry & Co.

MR. GRABHORN

In the realignment of Avery-Knodel's Los Angeles operation, Mr. Grabhorn replaces Edwin Cahn, who has resigned. He will report directly to David H. Sandeberg, Pacific Coast manager with offices in San Francisco.

Horner Leaves KSTP-AM-TV

JACK HORNER, sports director of KSTP-AM-TV St. Paul for the past 10 years, has "left the employ" of the stations, Stanley E. Hubbard, president and general manager, announced last week.

Mr. Hubbard said no successor had yet been appointed. Mr. Horner has not announced future plans.

Storer Raises Dividend Rate To $2 a Year per Share

INCREASED annual dividend policy was announced last week by Storer Broadcasting Co.'s board of directors, adopting $2 per share on common stock per annum. SBC declared a 50 cent dividend, payable Dec. 14 on common shares of record as of Dec. 1, marking an increase over the company's annual dividend of $1.50 per share on common, voted last February with a declaration of a 37½ cents quarterly dividend.

The company also declared a regular 6¼ cent dividend on Class B common payable Dec. 14 to shareholders of record as of Dec. 1. Regular dividend of $1.75 per share on $100 par value preferred was ordered payable Jan. 1 to shareholders of record on Dec. 15.

The Storer board reported $738,638.81 in earnings after taxes for the third quarter, compared to $395,134.89 earned during the same period last year. Nine months earnings after taxes were $2,355,974.89, compared with $1,519,179.25 for the like period in 1953. Earnings per common share were 64 cents for the third quarter as against 34 cents for the comparable period last year.

WCHF Starts Operations

START of regular operations by WCHF Chippewa Falls, Wis., was scheduled for yesterday (Sunday) morning, according to Charles H. Nelson, president and general manager of licensee M&N Broadcasting Co., which owns the Flambeau Network stations: WLDY Ladysmith, WIGM Medford and WPFP Park Falls, all Wisconsin.

Fred Vigder, formerly with WISN Milwaukee, is resident manager of the Chippewa operations and Gene Books, of WLDY, has been appointed program director. Harold Murphy is secretary-treasurer of WCHF and the Flambeau Network. WCHF will operate on 1150 kc with 1 kw.

WEAT Begins 1 Kw Operation

WEAT West Palm Beach, Fla., began operating with 1 kw on 850 kc Oct. 24, according to the station, which since 1948 has been operating with 250 w on 1490 kc. State Sen Russell O. Morrow, vice president of WEAT-TV Inc. (WEAT-AM-TV), opened the broadcast day, which was featured by congratulations from other Florida NBC stations. J. R. Meachem, corporation general manager, called the power boost ". . . a major step in our plan of providing the upper Gold Coast with the best in radio and television . . ."

WBCR Goes on Air

WBCR Christiansburg, Va., has announced the start of regular programming Nov. 1. The station is owned by the Montgomery Broadcasting Co. and operates on 1260 kc with 1 kw daytime. Durwood Powell, former assistant general manager of WCVA Culpeper, Va., is general manager. WBCR's transmitter and office building is located between Christiansburg and Blacksburg.

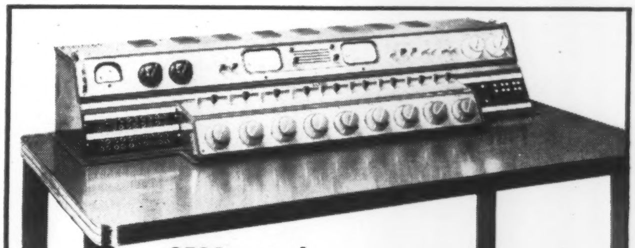
KBIG Has Biggest Month

HIGHEST gross in the station's history was reported by KBIG Avalon, Calif., during October, with income 23% higher than the previous month and 27% higher than October 1953. John Poole Broadcasting Co., Hollywood, station operator, also reports overall gross increase of 23% for the first 10 months of 1954 over the same 1953 period.

Quality Control
AM FM TV

WITH THESE EFFICIENT ALTEC CONSOLES

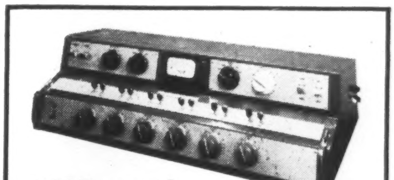
The master 250A, the economical 230B and the portable 220B consoles represent a new quality standard for speech input equipment. Their frequency response, noise level and low distortion more than meet the most stringent broadcast requirements. They are compact and **completely** self-contained, without external power supplies, junction boxes or other equipment. Flexibility, compactness, accessibility and ease of operation are just a few of the outstanding features of these new consoles.


250A console

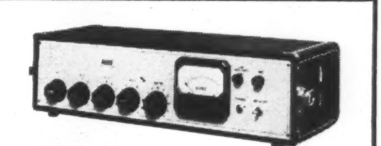
For the ultimate in quality control the 250A Console is the finest unit ever made for AM, FM or TV studio use. Its compactness is made possible by the use of newly designed miniature plug-in preamplifiers, line amplifiers and power supplies. The preamps are only 1⅝" x 4¾" x 9". The line amplifiers and power supplies are 2⅜" x 4⅜" x 9". You will find that the new Altec 250A Console leads to better control, more economical operation.

Frequency Response (± 1 db 20-20,000 cycles)
Very low distortion
Very low noise level
As many as 12 balanced line mike inputs (mix 7 simultaneously)
4 line inputs } (mix 4 simultaneously)
4 utility inputs }

Miniature plug-in amplifiers and power supplies
Color coded controls according to function
Two output channels with illuminated VU meters
Complete patching panel
Only two amplifier types, two tube types
Built-in tube checking facilities
Compact (36" x 31" x 55" including desk)


230B console

The 230B is the ideal console for small station or individual studio operation. It has eight low level microphone or turntable inputs controlled by four mixing controls and four line inputs controlled by two mixers. Its low height (9⅜") provides maximum studio visibility. The controls are color coded and all parts are readily accessible. No other console in its price range offers as much as the Altec 230B.


220B mixer

Here is the perfect portable mixer for field use in AM, FM or TV. The 220B has 4 microphone inputs, each with its individual mixer control, and a master gain control associated with an illuminated VU meter. This beautifully compact unit weighs only 26½ pounds yet still has space for a complete set of spare tubes, a headset and ample cables. Naturally its specifications reflect the Altec standard for quality and continued dependability.

Distributed by GraybaR

ALTEC
LANSING CORPORATION

9356 Santa Monica Blvd., Beverly Hills, Calif.
161 Sixth Avenue, New York 13, New York

STATION PEOPLE

Bernard M. Dabney Jr. to WACR Columbus, Miss., as general manager; **Wayne Harris,** announcer, WAIM Anderson, S. C., to WACR as program director; **Betty Wheeler,** formerly with WTOP-TV Washington, to station as director of women's programs.

Lee Carrau, formerly with KGO-TV San Francisco, appointed an executive director, KGMB-TV Honolulu; **Harry B. Soria,** formerly with KHON Honolulu, and **Charles J. Basener,** formerly with Honolulu Gas Co., to sales dept., KGMB.

MR. CARRAU

Robert J. Rich appointed manager, WEBC, Duluth, Minn.

Brent Kirk, former production manager, *Washington* (D. C.) *Post & Times Herald,* to KUTV (TV) Salt Lake City, in executive capacity.

C. L. Doty, general manager, WSBA-AM-TV York, Pa., to WCPO-TV, Cincinnati, as sales manager.

MR. DOTY

Don Newbury, sales representative, KLIF Dallas, Tex., to KFH Wichita, Kan., as sales manager.

Ted Hall appointed S. F. sales manager, KSDA Redding, Calif.

Leonard G. Trostler, assistant sales manager, WERE Cleveland, promoted to local sales manager.

Gordon E. Morehouse, formerly regional sales director, KHOL-TV Kearney, Neb., to KTIV (TV) Sioux City, Iowa, in same capacity.

Carl P. Bergquist, formerly with KSTP-TV St. Paul, Minn., to WFLA-TV Tampa, Fla. (target date: early 1955), as production manager.

Rex Raymond Gerlach appointed promotion manager, KHQ-AM-TV Spokane, Wash.

Lee Varker, formerly film manager, WCAU-TV Philadelphia, to WMVT (TV) Montpelier, Vt., in same capacity.

Macey Schaffer, formerly with publicity dept., WNEW New York, appointed promotion manager, WGLV (TV) Easton, Pa.

MR. SCHAFFER

Dean Bafford, formerly public relations director, WKNB-TV Hartford, Conn., appointed promotion director and regional account executive, WTVP (TV) Decatur, Ill.

Jack Boswell, sales staff, WBBM Chicago, appointed WBBM sales representative in N. Y.

Charles H. McFarland appointed sales service representative, WSTV-TV Steubenville, Ohio.

James Rubessa, a director, WRCA New York, to WMGM there as writer-director; **Vern Hendrickson,** former sales manager, Carlson & Fornino Studios, N. Y., appointed account executive, WMGM.

Judith Waller, public affairs and education director, NBC Central Div., Chicago, appointed program consultant to WTTW (TV) there, noncommercial educational outlet slated to start operation next year; **Ellis J. Robertson** newly-named WTTW program manager, assumes duties Nov. 15.

Wayne R. Wolfert, former stage manager and producer, WHAS-TV Louisville, Ky., to Crosley Broadcasting Corp. [WLW-WLWT (TV) Cincinnati, WLWC (TV) Columbus, Ohio, WLWD (TV) Dayton, Ohio, WLWA (TV) Atlanta, Ga.] in charge of scenic designing and as producer.

Norman Gray, prop shopper, KNXT (TV) Hollywood, named station stage manager; **Michael Casey,** production assistant, CBS-TV Hollywood, succeeds Mr. Gray; **Ken Kellogg,** program dept., Columbia Pacific Radio Network, Hollywood, to KNX as assistant sales service manager.

Larry Brown, formerly with WGCM Gulfport, Miss., to WHTN-AM-FM Huntington, W. Va., as sports director; **Ralph Price,** formerly with WRIS Roanoke, Va., to WHTN-AM-FM as announcer.

Roger Read, salesman, WKRC-TV Cincinnati, appointed assistant sales manager; **Vern Venaas,** sales dept., WKRC, transfers to WKRC-TV as account executive.

Douglas L. Sinn, tv salesman, WWJ-TV Detroit, appointed assistant sales manager.

Robert Wilson, former farm director, KNX Hollywood, to KFI Los Angeles, as associate farm director.

Donald Ansel, formerly with CBS Chicago sales promotion office, and **Robert Loeber,** advertising-promotion-merchandising dept., WMAQ-WNBQ (TV) Chicago, to radio sales staff, WMAQ.

Robert E. Hendry to sales dept., WOWO Fort Wayne, Ind.

Ted Stell, production manager, KOA-TV Denver, transfers to sales staff.

Douglas Clark, formerly with WASH Washington, to WOL there as music librarian and will handle publicity and promotion and assist in news department.

Luella M. Fisher to WBEN-TV Buffalo, N. Y., as conductor, *Plain 'n' Fancy Cookin'* program, succeeding **Marion Roberts,** who has moved to WRGB Schenectady, N. Y., in similar capacity.

Jack McElroy, host of former *McElroy at Sunset* program, KRCA (TV) Hollywood to KABC there as host, *Jack McElroy's Sports Den.*

Dick Whittinghill, disc m.c., KMPC Hollywood, adds duties as host, *Afternoon Movies,* KRCA (TV) there.

Lorraine Jones to continuity staff, WHBF Rock Island, Ill.

F. M. Bailey, L. A. engineer-producer, to KFJI Klamath Falls, Ore., succeeding **Bradford Cole,** who moves to Midnight Sun-Aurora Broadcasting System, Ketchikan, Alaska.

Ernie Tannen, vice president and general manager, WILY Pittsburgh, appointed publicity chairman, Radio & Television Club of Pittsburgh.

Robert T. Mason, president and general manager, WMRN Marion, Ohio, appointed member, statewide committee to appraise year long research study into services of Juvenile Diagnostic Center, boys' and girls' industrial schools and other state services to delinquent children.

Norman Kraeft, farm service director, WGN Chicago, appointed to special committee to select Distinguished Service Award and Citizenship contest winners of American Farm Bureau Federation.

Bill Small, news director, WLS Chicago, elected vice president, Illinois AP Radio Assn.

Phil Ellis, senior announcer, WPTF Raleigh, N. C., selected to play "Horney" in Raleigh Little Theatre production of "Stalag 17."

Harvey Olson, program manager, WDRC-AM-FM Hartford, Conn., appointed chairman, 1954 Christmas Seal drive in Greater Hartford.

Wes Hopkins, program director and disc m.c., WTTM Trenton, N. J., father of boy, Nov. 4.

Roland McClure, sales representative, KNX Hollywood, father of girl, Pamela Ann.

Sheldon Smith, technician, WHBF Rock Island, Ill., and Mrs. Smith have adopted three-month-old son, Mark Allen.

Al Dikian, former assistant to promotion manager, WBBM-AM-TV Chicago, died Nov. 1.

making color history...
the DUMONT
Color Multi-Scanner
now serving...
KNXT
LOS ANGELES, CALIFORNIA

Commercial Am-Tv Upheld By NAEB Pres. Schooley

BELIEF in the American system of broadcasting "with commercial radio and television providing a program fare that is supported by the advertising revenues" was voiced last week in a letter sent to members of the National Association of Educational Broadcasters by NAEB's newly elected president, Frank E. Schooley, WILL-AM-FM-TV Urbana, Ill., U. of Illinois stations there.

Educational broadcasters, Mr. Schooley said, have a unique service to perform. The service which educational broadcasting can render, he said, is "a supplementary service that commercial radio and television cannot and does not perform." He called on educational broadcasters to use intelligence in making their specific service significant in the educational process in their schools, colleges and universities.

Mr. Schooley was elected president at NAEB's 30th annual convention held in New York in October [B•T, Nov. 1]. Other officers elected are: John Dunn, Oklahoma ETV Authority, vice president; William Harley, WHA-AM-FM-TV Madison, Wis., secretary, and Robert J. Coleman, WKAR-AM-FM East Lansing, Mich., treasurer.

Mr. Schooley is also a past president of NAEB, having held that office in 1944 and 1945. He previously served NAEB as executive secretary for seven years; treasurer for three years, and executive director for six months.

Natl. Audience Board Set Up To Uphold Video Standards

FIRST chapter of National Audience Board, group whose declared purpose is to "maintain high standards in tv programming," was inaugurated in Los Angeles last Wednesday with Peter Goelet, founder, WGNY Newburgh, N. Y., as national chairman, and Mrs. Florence Thalheimer, program director, former KTHE (TV) Los Angeles, uhf educational station, as local chairman.

NAB spokesman stated group will represent a cross-section of civic and cultural leaders who will continually survey and recommend types of programs it believes public wants to see on the air. Members will participate only as private individuals, although many are identified with civic groups and operations, he emphasized.

At the meeting, tape-recorded messages from FCC Comr. Frieda Hennock and Mr. Goelet were played to the group. Miss Hennock remarked:

> . . . Tv must be guarded and guided by the public, the industry and the FCC; by each and all three of them. Both the industry and the commission must look to a watchful and articulate public which cannot only formulate its views, but press them with vigor and relentless purpose, to the end that the programs it can and should have, are provided. . . .

BEST SPOT
FOR
NATIONAL SPOT
WWPA
Williamsport, Pa.
Contact Burn-Smith Co for details
CBS

Mr. Goelet pointed out that last September, FCC Comr. Robert E. Lee had noted, "regulation conducted by public opinion is far more effective than governmental regulation. The viewing and listening American public, in the last analysis, has always been the best judge and jury in regulating a competitive industry."

Group Warns Radio-Tv Codes Fall Short in Application

RADIO-TV CODES, "though adequate in concept, too often fall short in application" and citizens and groups should maintain a "vigilant attitude" on all levels, the National Congress of Parents and Teachers warned last week.

At the same time, the organization issued suggested guides for evaluating radio and television programs, motion pictures and comic books to local associations as a "tool" for the examination of the content of all mass media designed for youth.

Noting the "growing concern" of parents, teachers and others over mass media fare served to children, the committee stressed the need for action by individuals instead of by organized groups.

"Fifty individuals who approach a distributor, broadcaster, theatre manager, or publisher, one by one, will exert more influence than an organized group committed to a program," NCPT claimed. Among "suggested sources" for information on radio-tv programs, the committee listed the National Assn. for Better Radio and Television (NAFBRAT), National Assn. of Educational Broadcasters, National Citizens Committee for Education Television and NARTB's Television Information Committee.

Memphis Educ. Foundation Receives $30,000 Equipment

DONATION of $30,000 worth of equipment from WHBQ-TV Memphis to the Memphis Community Television Foundation, has been announced by John Cleghorn, general manager of WHBQ-AM-TV. Also received by the foundation was a donation of $1,000 from International Harvester Foundation, according to A. I. Davies, the educational station campaign chairman. The WHBQ-TV donation brings the total value of equipment donated to the prospective ch. 10 station to $108,000. A previous donation of $78,500 worth of equipment was received from WMCT (TV) Memphis. A leaflet titled "You Can Own a Share in a Tv Station" is being distributed by the tv foundation in addition to a pamphlet titled "10 Questions and Answers About Ch. 10." The leaflet describes the benefits of educational programs and outlines the many subjects which will be covered in educational programming which is scheduled to begin in the fall. The pamphlet explains the part subscribers will play in the community project and contains an application and a program-preference chart for subscribers to complete.

EDUCATION PEOPLE

Edwin W. Nelson Jr., assistant professor, radio-tv dept., U. of Alabama, appointed acting head of dept., succeeding **Dr. Kenneth Harwood**, who has become head, telecommunications dept., U. of Southern California.

Larry Arnold, art director and type consultant, Typographic Service Co., L. A., to Radio-Tv Training School Inc., same city, as head of advertising department.

RADIO & TV
SURVEYS
tell us that
WHBF am-tv
CBS FOR THE QUAD-CITIES
are the
QUAD-CITIES'
FAVORITES!
Les Johnson, V.P. and Gen. Mgr.

Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

your short cut
to better, more flexible, more profitable programming . . .

STANDARD
SHORTY-TUNES
Monthly releases of 20 current and standard pop tunes—each averaging only . . . 1½ Minutes in length

Recordings by top talent tailored to fit tight program schedules. Only 1½ minutes long instead of usual 2½ to 3. Allows time for extra commercial without double or triple spotting. On 33⅓ r.p.m. vinylite discs. Outright purchase at extremely low cost.

Send for complete details and FREE AUDITION RECORD

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

RCA to Honor Gas Assn.

PLAQUE from RCA will be presented to the American Gas Assn. honoring the gas industry's contributions to modern living tonight (Monday) during NBC-TV's *Producers' Showcase,* scheduled to be telecast coast-to-coast in color. Frank M. Folsom, president of RCA, will present the award to F. M. Banks, president of American Gas Assn., with gas utility executives and their wives viewing the ceremony in color at "television parties" in 45 cities across the nation.

AWARD SHORTS

Wilton E. Hall, owner, WAIM-AM-TV-WCAC (FM) Anderson, S. C., publisher, Anderson *Independent* and *Daily Mail,* and former U. S. Senator from South Carolina, presented plaque of merit from National Democratic Party.

WJAR-TV Providence, R. I., and Betty Adams, hostess, *Sugar 'n' Spice* cooking program, presented certificate of appreciation from Massachusetts Restaurant Assn. for "a thoroughly friendly and entertaining program."

WTOP-TV Washington presented John Benjamin Nichols Award from Medical Society of the District of Columbia for pioneering efforts in health telecasts.

WALTER SEILER (l), president of Cramer-Krasselt Co., Milwaukee advertising agency, receives the President Eisenhower Prayer Award for "long and distinguished service" to the U. S. Savings Bond program in Oct. 28 Milwaukee Advertising Club ceremony. Taking part in the presentation were Harold F. Dickens (c), state director, U. S. Savings Bond Div., and Vernon S. Mullen Jr., director of advertising for the Miller Brewing Co. and president of the Advertising Club.

CHARLES H. CRUTCHFIELD (r), executive vice president and general manager of Jefferson Standard Broadcasting Co., accepts an award and congratulations from Maj. Otis D. Viall, deputy for recruiting in North Carolina, for the part WBT-WBTV (TV) Charlotte played in promoting recruiting for the Army. Maj. Viall said these are the first two stations in the Carolinas to receive this recognition.

WTVI (TV) St. Louis presented outstanding service award from Cerebral Palsy Assn. of Missouri for efforts in recent cerebral palsy fund drive.

John D. Colvin, engineering director, Gates Radio Co., Quincy, Ill., presented Audio Enginerring Society annual award for efforts and accomplishments in formation and progress of society.

Charles Collingwood, newscaster, CBS, was presented medal Nov. 4 "for distinguished service to the cause of world understanding" from Institute of World Affairs.

Danny Thomas, star, ABC-TV *Make Room for Daddy* film series, and Mrs. Thomas have been designated "Mr. and Mrs. American Citizen of 1954" by Lodge 487, B'nai B'rith.

Exclusive CBS for Western Washington

KIRO

One of the Nation's Great Stations

710 KC • 50,000 WATTS SEATTLE

GENERAL TELERADIO ELECTS KNIGHT V. P.

ELECTION of Norman Knight as vice president of General Teleradio Inc. and executive vice president and general manager of the Yankee Network was announced last week by Thomas F. O'Neil, president. He will succeed Linus Travers, who resigned effective Dec. 1 [B•T, Nov. 8]. Mr. Knight, who recently left WABD (TV) New York where he was general manager, will make headquarters in Boston where he also will be general manager of WNAC-AM-TV in that city.

MR. KNIGHT

Mr. Knight has had broadcasting experience in the sales, announcing, production and promotion fields of the industry. For several years he was eastern manager of station relations for Mutual Broadcasting System. Prior to his network affiliation, Mr. Knight was on the sales staff of WMMN Fairmont, W. Va., now owned by Storer Broadcasting Co., and served as general manager of WAJR Morgantown, W. Va.

He is a member of the Radio & Television Executives Society of New York, the Friars Club, Lions Club, Variety Club and American Institute of Management.

Mr. Knight, his wife, the former Susannah E. Andre, and their three sons will make their home in Boston.

Michael Dann Named Director Of NBC-TV Program Sales

MICHAEL DANN, manager of NBC-TV network programs, last week was promoted to director of program sales for the network.

In his new post, announced by NBC-TV Network Programs Vice President Thomas McAvity, Mr. Dann will represent the program department in all matters relating to the sale of network-produced programs and will work with the vice president and director in charge of programming in "the overall operation of network produced programs."

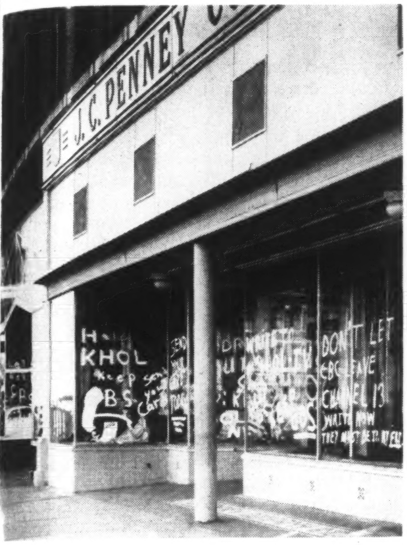
MR. DANN

The post of director of NBC-TV program sales is a new one. Charles C. (Bud) Barry was vice president in charge of tv network program sales prior to his resignation a few weeks ago.

ABC-TV Adds Three Stations Increasing Affiliates to 214

ADDITION of three stations as ABC-TV affiliates, raising the total to 214, was announced last week by Alfred R. Beckman, director of station relations for ABC-TV. The new affiliates are:

WKBT (TV) La Crosse, Wis. (ch. 8), owned and operated by WKBH Television Inc., with Howard Dahl as general manager; WINT (TV) Ft. Wayne (ch. 15), owned and operated by



PICTURED here is part of the campaign which the citizenry of Holdrege, Neb., carried on when it was announced that the KHOL-TV would no longer be affiliated with CBS-TV [At Deadline, Nov. 8]. Requests for write-ins were put up by local high school students in cooperation with the merchants. In short order 80,000 communications of protest were received by the station, which renewed for two years effective Feb. 2, 1955.

Tri-State Television Inc., of which Ben Taylor is general manager, and WLOK-TV Lima, Ohio (ch. 73), owned and operated by WLOK Inc., with Robert O. Runnerstrom general manager. WINT replaced WKJG-TV as ABC-TV's Ft. Wayne affiliate.

ABC Radio to Transmit Promotion by Closed Circuit

ABC RADIO will put on closed circuit to its 360 radio affiliates today (Monday) a series of recorded promotional announcements for the network's complete roster of major sponsored programs, it was announced last week by Gene Accas, ABC director of advertising, promotion and publicity.

Mr. Accas voiced the belief that the event, part of ABC's fall advertising and promotion program [B•T, Sept. 6], will mark "an innovation" in audience promotion. He said the affiliates will pick up the entire series of 10- and 20-second promotional announcements on their own tape recording equipment for later broadcast with "live" tags by local announcers.

Designed as audience promotion on the local level, the project has been given the name of "Promotion That Speaks for Itself." Among the voices that will be heard on the announcements are those of newscasters Arthur Van Horn, Milton Cross, George Hayes, Taylor Grant and John W. Vandercook, among others, and network personalities, including Eloise McElhone, Martin Block and Bill Stern.

AB-PT Declares Dividend

AB-PT board of directors has declared dividends of $.25 per share on the outstanding preferred and $.25 per share on the outstanding common stock of the corporation, it was announced last week by Leonard H. Goldenson, president of AB-PT. Dividends are payable on Dec. 20 to holders of record on Nov. 26.

Prodelin

SUPER GAINS with Standardized Prodelin Tri-Loop VHF Antennas

Rated at 50-KW with 17 power gain, the 16 element Prodelin Tri-Loop Antenna delivers 316-KW ERP, with only *Medium Power VHF Transmitter.*

Beam Tilting and/or Null Fill-In are easily accomplished with flexible feed systems of standard design — permitting a vertical pattern suitable for optimum coverage requirements.

Gains from approximately 2 to 17 are made possible by stacking pairs of Tri-Loops.

Service-Proved — Prototypes of the Prodelin Tri-Loop Antenna have been in operation in both North and South America for several years — your assurance of long-term, trouble-free performance.

PRODELIN JOB-PACKAGED* ANTENNA SYSTEMS

- **Tri-Loop Antennas**
- **"The World's Finest Transmission Lines"**
- **Diplexers and Filters**
- **Accessories, De-Icers, Fittings, etc.**

*Your particular bill of components — systematized and matched — quality-controlled performance tested, complete and "installation ready"— all from one dependable source.

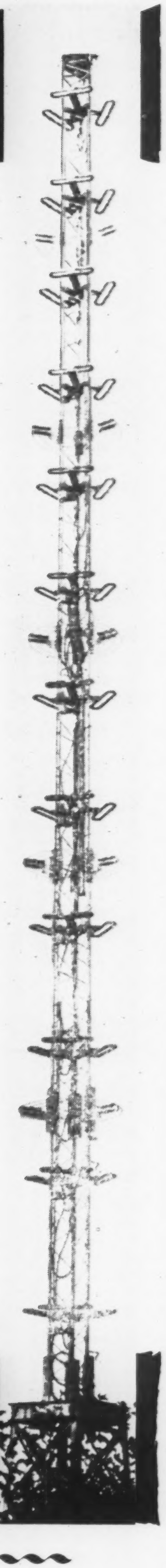


Illustration: 12 element array

The World's Finest Transmission Lines

Prodelin Inc

307 Bergen Avenue Kearny, New Jersey

Five Oklahoma Stations Organize Into Network

FINAL organizational meeting of the Oklahoma Big Five Network was held Nov. 4 at the NARTB Dist. 12 (Kan., Okla.) meeting in Ponca City, Okla., according to M. H. Bonebrake, president of member-station KOCY Oklahoma City. Other members are KAKC Tulsa, KCRC Enid, KSWO Lawton and KMUS Muskogee. President of the network is Leo Morris, KSWO general manager; John E. Pearson Co. has been named representative. Mr. Morris announced that the first account to be handled by the five-station network is an announcement schedule for the new Ford automobile. Discounts from 5% to 20% for combination purchases are offered.

Kemp to NBC Hollywood

TRANSFER of Harold F. Kemp, manager of NBC's talent office in New York, to Hollywood on Dec. 1, has been announced by the network. He will be a general program executive for NBC, reporting to Fred Wile Jr., vice president in charge of programs for the Pacific Division.

WBLN (TV) Connected

WBLN (TV) Bloomington, Ill. (ch. 15) was connected to the Bell Telephone System's nationwide television facilities last Monday bringing to 347 the number of stations (located in 226 cities) capable of broadcasting live television network programs, AT&T's Long Lines Dept. reported last week.

NETWORK PEOPLE

Gordon Mason, assistant sales manager, KNX Hollywood, named program promotion director, Columbia Pacific Radio Network, same city.

Lawrence B. Gumbiner, assistant manager, traffic dept., CBS-TV New York, promoted to acting manager.

Leon I. Mirell, attorney, William Morris Agency, Beverly Hills, Calif., to CBS-TV Hollywood as assistant director of business affairs.

Don Heller, special sales promotion and public relations man, Marquardt Aircraft Corp., L. A., and **Raymond A. Parker,** reporter, *Los Angeles Examiner,* to CBS-TV Hollywood, as trade paper and syndicated columnist contact, and unit publicist and feature writer, respectively.

CBS INC. GROSS AND NET AT NEW HIGH

Nine - month report issued. Board declares a stock dividend and two cash dividends.

CONSOLIDATED gross sales of CBS Inc. were up 18% and net earnings 14% for the first nine months of this year to set new high marks in the company's history, Chairman William S. Paley announced last week at a board meeting.

The board declared a stock dividend in addition to two cash dividends on its currently outstanding shares. The stock dividend amounts to 2% on outstanding class A and class B shares and was voted, the announcement said, in the belief "that a substantial portion of the company's earnings should be reinvested in its business to help finance continuing rapid growth, and that stockholders should receive a tangible share of earnings."

One cash dividend amounted to 40 cents per share and the other, a special dividend, to 30 cents a share, on currently outstanding class A and class B stock. Both are payable Dec. 10 to stockholders of record at the close of business Nov. 26. No fractional shares will be issued in connection with the stock dividend. Instead, stockholders will receive non-voting and non-dividend bearing scrip certificates in bearer form and in denominations of hundredths of a share. The stock dividend will be paid Dec. 20, or as soon thereafter as practicable, to stockholders of record Nov. 26.

Mr. Paley said gross sales for the first nine months reached $263,746,543 as compared to the previous record high of $223,109,649 in the same period last year. Net earnings were $7,199,130 as compared to $6,411,343 for the first nine months of 1953. Details are shown in the adjacent table, which includes the operations of Columbia Records, manufacturers of records and phonographs; CBS-Hytron (radio and tv tubes); CBS-Columbia (radio and tv sets), and of the CBS Television and CBS Radio Broadcasting Divisions:

COLUMBIA BROADCASTING SYSTEM, INC.
AND DOMESTIC SUBSIDIARIES
CONSOLIDATED INCOME STATEMENTS

	Nine Months Ended Oct. 2, 1954 (39 Weeks)	Nine Months Ended Oct. 3, 1953 (39 Weeks)
Gross income	$263,746,543	$223,109,649
Less—discounts, commissions and returns	66,110,235	54,184,007
	$197,636,308	$168,925,642
Deduct:		
Operating expenses and cost of goods sold	$147,478,793	$124,298,463
Selling, general and administrative expenses ...	30,186,272	26,776,734
Provision for Depreciation and amortization of fixed assets	3,638,929	**2,744,553**
	181,303,994	153,819,750
	16,332,314	15,105,892
Miscellaneous income, less miscellaneous deductions..	**63,184**	**144,549**
Income before federal taxes on income	16,269,130	14,961,343
Provision for federal taxes on income	8,970,000	8,550,000
Net income for period	$7,299,130	$6,411,343
Earnings per share	$3.12	$2.74
(Bold denotes red figures.)		

NOTES:

1. The provision for federal taxes on income shown above for the nine months ended Oct. 3, 1953, is $750,000 less than the amount previously reported. This reduction in tax provision, and the corresponding increase in net income for the period, reflect the applicable amount of change arising from certain tax regulations issued late in 1953, affecting companies engaged in televison broadcasting.

2. Subsequent to Oct. 2, 1954, the company disposed of its minority interests in radio and television stations for amounts which resulted in nonrecurring capital gains, after provision for taxes, of approximately $5,000,000.

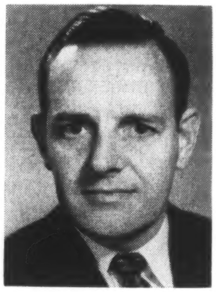
3. The 1954 results are subject to year end adjustments and to audit by Lybrand, Ross Bros. & Montgomery.

Nov. 10, 1954

Samuel R. Dean,
Treasurer

DUMONT APPOINTS KESSLER DIV. MGR.

ROBERT E. KESSLER, assistant manager of the Communication Products Div., Allen B. DuMont Labs, Clifton, N. J., has been promoted to manager of the division, succeeding Herbert E. Taylor Jr., who has resigned. Mr. Taylor will remain available to DuMont on a consultant basis. The change was announced last week by Irving G. Rosenberg, vice president, government, tubes and communication products.



MR. KESSLER

Plans for the division include increased DuMont activity in the development, production and sale of high-power tv transmitting and studio equipment, Mr. Rosenberg stated. The division expects to step up production schedules for film scanning apparatus for black-and-white and color, and is now producing new color transmission gear and conversion apparatus for tv stations now in operation.

Mr. Kessler has been with DuMont since 1936. He has been active in DuMont's experimental and development work on tv transmitting and receiving equipment.

He developed the firm's first tv synchronizing signal generator and was active in designing much of the studio equipment for W2XVT, DuMont's experimental tv transmitter at Passaic, N. J., which went on the air in 1939.

In 1947, Mr. Kessler was placed in charge of manufacturing and engineering for the tv transmitter division where he was responsible for the design and manufacture of the firm's tv broadcasting equipment. A year later, he was named assistant division manager, the position he held until his appointment as manager last week.

THE LATEST
WCKY
STORY

THE DAILY HIT PARADE

FIRST in Cincinnati—6:15-7:00 pm

1947—1948
1949—1950
1951—1952
1953—1954

From Pulse
July-Aug.
WCKY—5.9
Net A—5.3
Net B—3.0
Net C—2.8
Net D—2.6

are YOU Buying a 5.9 Rating in Cincinnati?

WCKY

TWO PIONEERS in radio and television development, Dr. Lee DeForest (l), who developed the radio vacuum tube, and Dr. Allen B. DuMont, who helped pave the way to the modern electronic tv industry, examine one of the first audion tubes—thought to have been lost many years ago—made by Dr. DeForest. Dr. DuMont produced it as a surprise for Dr. DeForest at a gathering in New York's Fraunces Tavern honoring Dr. DeForest.

'Helipower' Package Put on Market by GE

GENERAL ELECTRIC Co., Syracuse, N. Y., last week announced the availability of a new 100 kw transmitter and 1-bay helical antenna as a "helipower" package for vhf channels 7 through 13. Development of both the transmitter and the antenna was carried on simultaneously to produce an antenna capable of handling a signal put out by a 100 kw transmitter.

The "helipower" package is designed to meet the demands of broadcasters who aim at a better tv coverage with a high-power transmitter and a low-gain antenna, Paul L. Chamberlain, GE general manager of broadcast equipment, stated. He pointed out that the addition of the package to GE's tv broadcast line gives the broadcaster a wider selection of equipment for attaining the maximum power of 316 kw permitted by FCC regulation.

Using the "helipower" combination, a 100 kw transmitter and 1-bay helical antenna with an approximate gain of 4, or a 50 kw transmitter with an 8-bay batwing antenna with an approximate gain of 7.8, the broadcaster may now reach maximum power in either of two ways, Mr. Chamberlain said.

The new package is priced at approximately $395,000. It is available for delivery in about six months.

Zenith Sales, Profit Down

NET PROFIT and sales of Zenith Radio Corp. for the first nine months of 1954 decreased from totals recorded for the same period last year, E. F. McDonald Jr., Zenith president, reported Thursday. Profit dropped from $4,098,074, or $8.32 per share, to $2,573,954, or $5.23 a share. Sales for the period ended Sept. 30 reached $90,968,450 against $125,762,591 a year ago. Profits and sales also were off for the third quarter from the same period in 1953. Comdr. McDonald said earnings were satisfactory despite the sales decrease because of a favorable ratio of higher priced products and close control of costs.

ACTUAL
SIZE

TOM HARMON *Endorses*

STEPHENS TRU-SONIC 6-IN-1 VARIETY MICROPHONE

One of the nation's best known Sportscasters, Tom Harmon, former all-American football star from Michigan says, "The Stephens *Variety Mike* is the greatest microphone development in the past 25 years.

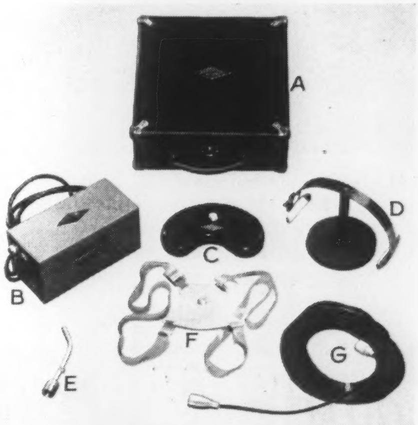
"I have used my *Variety Mike* for over a year under the most exacting conditions and find that in addition to being absolutely dependable, it is rugged and light as a feather.

"The *Variety Mike* is not only a great microphone for remote sports and newscasting, but performs equally as well on the stage or in the studio."

Stephens *Variety Mike* is a proven high quality condenser microphone utilizing a single small conductor cable. Its compact, lightweight design incorporates extreme ruggedness with the ultimate in sensitivity.

Proof of superiority is the acceptance and continued usage by leading personalities in the entertainment field.

Stephens 6-IN-1 "*Variety Mike*" complete with attachments, is contained in one compact carrying case. (A) Carrying Case; (B) Oscillator/Demodulator; (C) Desk Stand; (D) Head Band w/foam rubber covering; (E) Stem and Swivel; (F) Aluminum Chest Plate w/plastic straps; (G) Microphone Head w/lapel clip attached, plus 50 ft. of coaxial cable. Weight complete 10 lbs. approx.



STEPHENS
TRU-SONIC

4-page, 2-color brochure available on request

STEPHENS MANUFACTURING CORPORATION
8538 WARNER DRIVE • CULVER CITY, CALIFORNIA
Designer and Manufacturer of World Famous Wireless Microphones

Pasco Uhf Satellite To Be GE-Equipped

Station, authorized to KIMA-TV Yakima, Wash., plans to go on air Jan. 1.

COMPLETE broadcast equipment for the nation's first commercial satellite television station will be supplied by General Electric Co., Syracuse, the company announced last week. Supplies for operation will be shipped to Cascade Broadcasting Co., Yakima, Wash., licensee of KIMA-TV, for a satellite outlet to be built at Pasco, Wash., 60 miles from Yakima. KIMA operates on ch. 29.

A GE 1 kw transmitter, slide projector and 5-bay helical antenna will be used by the satellite with shipment from GE to be completed by Dec. 1. Operation is scheduled to commence around Jan. 1. All programs telecast on KIMA will be picked up by the Pasco outlet and rebroadcast over ch. 19 to the local area market. Local slide commercials will originate at Pasco.

KIMA is affiliated with all four tv networks. Call letters for its satellite have not yet been assigned. Early this month, FCC granted a construction permit to Cascade for the Pasco station. Grant was made possible because of an FCC rule change, effective Sept. 1, which encouraged the construction of more uhf stations.

The new ruling allows local tv stations to establish uhf outlets in neighboring communities to rebroadcast its shows in an area which has no tv coverage. All satellite applications filed with the FCC are handled on a case-by-case basis.

William J. Morlock, general manager of the Commercial Equipment Department at GE and chairman of the Broadcast Equipment Section of RETMA, stated that the new ruling "helps bridge the gap in income some uhf stations face from the on-the-air date to the date that a sufficient audience is established in the area to provide the required advertising income."

The two-in-one type operation, which has resulted from the FCC rule change, permits broadcasters to go on the air with greatly reduced cost in operation. "Not until the area can justify locally managed and programmed stations will it be necessary to increase personnel and add to station facilities," Mr. Morlock said.

GENERAL ELECTRIC
First 50 kW Transmitter
TV
to WABC New York

GENERAL ELECTRIC's shipment of a 50 kw transmitter to WABC-TV New York is overseen by Albert F. Wild (l), manager of sales, GE broadcast equipment, and Paul L. Chamberlain, general manager, broadcast equipment.

Sylvania Expands Plant, To Make Aluminized Tubes

SYLVANIA ELECTRIC Products Inc. announced last week that its television picture tube division has completed expansion of its plant facilities at Seneca Falls, N. Y., which will "make possible the production of an additional 25,000 large-size aluminized television picture tubes per month."

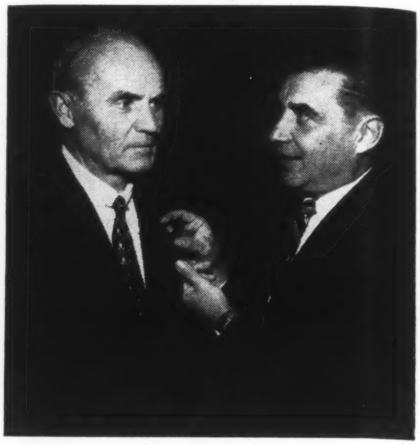
The plant at Seneca Falls, according to W. H. Lamb, general manager of the division, is now concentrating on its new "Silver Screen 85" aluminized tube at the extent of 90% of its total television picture tube production.

Mr. Lamb reported that the division now has 670,000 square feet of production space. He said the division is producing 21- and 24-inch tubes in large quantities, but is prepared to produce any desired aluminized tube size.

Sylvania Oct. Sales Tops

OCTOBER sales at Sylvania Electric Products Inc. set a new monthly record for the company, exceeding the record high in September, the firm announced last week. The figure reflects resumption of high production levels by the company's customers for tv picture tubes, receiving tubes and components, in addition to a strong volume in Sylvania's own tv set and non-television lines, a spokesman said.

Sylvania recently reported sales of $200,827,520 for the first nine months of 1954 and a net income for the third quarter of the year of $2,643,441.



AMPEX Corp., Redwood City, Calif., marked its 10th anniversary Nov. 2, by presenting Alexander M. Poniatoff (l), founder-president, the first 10-year service pin to be awarded by the company. George I. Long, executive vice president of the magnetic voice recording firm, makes the presentation. Ampex was founded in 1944 to manufacture precision radar components and currently is engaged in video tape recording research.

MANUFACTURING SHORTS

Turner Co., Cedar Rapids, Iowa, has introduced universal phonograph pickup replacement cartridge in Models AU and A, which can be used to replace 95% of 78 rpm pickups in use, according to company. AU employs externally mounted condenser for 2.0 volts or lower output replacement; A is same cartridge without condenser. Company also has available new general catalog covering microphones, phonograph pickup cartridges, microphone interiors and microphone accessories, obtainable from firm at 936 17th St., N.E., Cedar Rapids.

Gothard Mfg. Co., Springfield, Ill., has issued condensed catalog on Gothard Series K rotary converter describing company's line of heavy-duty, industrial-type 3600 rpm converters.

MANUFACTURING PEOPLE

Irving G. Rosenberg, vice president, government tubes, Allen B. DuMont Labs, Clifton, N. J., assigned additional executive responsibilities for direction of communications products division. **George M. Hakin,** advertising manager, Allen B. DuMont Labs, set sales div., East Paterson, N. J., to Hoffman Radio Corp., L. A., in similar capacity.

Dr. Bennett S. Ellefson, director of research, Sylvania Electric Products, N. Y., appointed technical director of company, succeeding **E. Finley Carter,** who resigned to become head of research operations, Stanford Research Institute, Stanford, Calif.

A. Earle Fisher, formerly eastern regional sales manager, tv-radio div., Westinghouse Electric Corp., Pittsburgh, to National Co., Malden, Mass., as equipment products manager.

Roland D. Payne, formerly with CBS-Columbia, Long Island City, N. Y., to Kimco Towers, N. Y., as national sales manager for steel communication structures and associated items.

Forrest J. Beard, advertising manager, Ray Oil Burner Co., S. F., to Ampex Corp. (radio-tv electronics), Redwood City, Calif., as assistant advertising manager.

Wayne Thorstensen, assistant credit manager, Hallicrafters Co., Chicago, appointed credit manager, succeeding **James McGuire,** resigned.

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— PROFESSIONAL SERVICES —

FIRM OFFERS PAID SPACE IN 50 'TOP TV MARKETS'

Tv & Radio Listings Co. to offer column lines in 'syndicated daily editorial column' to agencies and advertisers guaranteeing a 'top favorable listing' and 'higher rating' for their radio-tv shows.

AN OFFER to provide paid-for space in newspapers circulated in "50 of the top tv markets" is being made to advertisers and/or their agencies, who in turn can buy column lines for mention of their network (radio or tv) show in "a syndicated daily editorial column."

The enterprise making the bids is called Tv & Radio Listings Co., 140 East 46th St., N. Y. Robert H. Sill, formerly treasurer and media director of Alfred J. Silberstein-Bert Goldsmith Inc., New York advertising agency, is sales manager.

According to Mr. Sill, the column, which is scheduled to make its appearance Jan. 1, will take care of "poor, improper, and incomplete listings of tv and radio shows for which vast sums of money are expended."

He said the column will run in major newspapers, having a daily circulation of 14.9 million and a Sunday circulation of 18.2 million, covering more than 75% of total households in the 50 markets to be covered and over 80% of tv receivers.

Mr. Sill said his firm is buying space in the newspapers for the column, which he will sell on the basis of three column lines at $750.

In a promotion piece being circulated to advertisers and agencies, Mr. Sill says the column will "list your show as the top show for the time period, name the sponsor, describe the show and give a commercial." The net results, he claims, are "a guaranteed top favorable listing for your show, a more assured audience and a higher rating."

Space is being sold on a non-competitive basis to agencies having a 13-week contract in force, according to Mr. Sill. The *Daily News* will carry the column in the New York area, he said.

PROFESSIONAL SERVICES PEOPLE

F. Robert Fenton, formerly with Magazine Management Co., N. Y., appointed executive vice president, Network Advertisers Inc. (radio-tv promotion), same city.

Ruth L. Ackerman, Eleanor Lambert Inc., N. Y., to Robert S. Taplinger & Assoc., same city, in executive capacity.

Duke H. Bennett, former publicity and promotion director, Walter McCreery Inc. (adv.) Beverly Hills, Calif., forms own Hollywood public relations firm, Duke Bennett & Assoc., with offices at 2748 Westshire Dr.; telephone: Hollywood 3-7396.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
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— PERSONNEL RELATIONS —

KHJ-TV Threatened With IBEW Strike

STRIKE ACTION against KHJ-TV Hollywood, Don Lee Broadcasting System station, within the next seven days has been set by the International Brotherhood of Electrical Workers, Broadcast-Tv Recording Engineers Local 45, same city, following a union executive board meeting last week.

The station has refused to arbitrate the union's demands, stated Harry Stillman, Local 45 business manager. Demands include raise of KHJ-TV wage levels to those of other local stations, stop of the practice of assigning IBEW duties to other personnel and classification of stagecraft employes into definite categories, according to Mr. Stillman.

Likely to be an innocent victim in the controversy is KNXT (TV) Hollywood, CBS o&o station, which leases half of the KHJ-TV building. Local 45 includes technicians, stage crews and air conditioning engineers. While no strike action against KNXT is intended, if the union pulls out they will take air conditioning engineers who service the entire building, including the KNXT portion.

KNXT station executives told B•T they are taking no side in the dispute, but would continue operation, whatever the union does. Mr. Stillman said while Local 45 would not allow KNXT representatives to operate the building ventilation system, they would permit use of "small hand units".

Network-AFTRA Pact in Air

CONTRACTS between radio and television networks and the American Federation of Television & Radio Artists are scheduled to expire today (Monday), but both union and networks reported last week that the deadline has been extended and negotiations will continue for a new pact. It was reported that "some progress" has been made since talks began on Oct. 11, but it was pointed out that negotiations are centering around some "complex" issues, particularly AFTRA's demands for an industry-financed pension and welfare fund [B•T, Oct. 18].

Strike at WMAL-AM-TV

AFTRA Washington local members struck at WMAL-AM-TV Washington last Tuesday, causing curtailment of live commercials and performers. Mrs. Evelyn Freyman, executive secretary of the local, said the main issue was AFTRA's desire to increase the $67 average weekly base pay for radio-tv announcers. Frederick W. Houwink, general manager of the stations, voiced surprise that a strike had been called, saying he thought negotiations were still in progress.

Photographers, SDG to Meet

FIGHT of International Alliance of Theatrical and Stage Employes Local 659, Hollywood International Photographers, to shut down daily film studio production at 6 p.m., will be discussed at a meeting between representatives of the Screen Directors Guild and the photographers union this week.

Herbert Aller, Local 659 business agent, sought the SDG meeting in a letter to George Sidney, president, and Joe Youngerman, executive secretary, after Hollywood AFL Film Council turned down the photographers' proposal.

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KABC-TV SCAVENGER HUNT

VIDEO version of the scavenger hunt party game is being featured on *The Madhouse,* daily program shown over KABC-TV Los Angeles. Host Paul Masterson each day requests such objects as ice cubes individually wrapped or sardines tied with a ribbon. Contestants must bring the items to the station's studios, with prizes being given for the first arrival and the longest distance traveled. On occasion, contestants must wear specified costumes, including bathing suits or pajamas. Developed by KABC-TV Executive Producer Hunt Stromberg Jr. as a low cost way to develop interest in afternoon movies, he says response has exceeded expectations.

CBC TELEVISES QUEEN MOTHER

CANADIAN BROADCASTING Corp. is televising as well as broadcasting the visit of England's Queen Mother Elizabeth to Ottawa from Nov. 12 to 17. Television cameras were at Uplands Airport, Ottawa, on Nov. 12 to cover the arrival and inspection of the Royal Canadian Air Force guard of honor. The following day the network telecast the Queen Mother as she placed a wreath on Canada's National War Memorial. On Nov. 16 the Queen Mother will open the new Bytown Bridges and Colonel By Drive, the ceremonies being filmed for later release on the tv network. The noon-hour civic luncheon will be televised live, as will her departure from Uplands Airport on Nov. 17.

'QUIZTOWN'

STUDENTS from the fourth, fifth and sixth grades of Chicago schools are competing weekly in *Quiztown,* a program sponsored by the *Chicago Sun-Times* and aired over WJJD there. Guest stars appear each Saturday on the broadcast as contestants compete by schools for Zenith am-fm radio sets or Rand-McNally world atlases. Ballpoint pens are given to the sender of each question used on the program, aired from the Conrad Hilton Hotel. The program is rebroadcast the following Monday by WBEZ (FM) Chicago, the Chicago Board of Education outlet.

WBKB (TV) TALENT PROGRAM

TALENT opportunity program has been launched by WBKB (TV) Chicago, under the title of *Audition,* featuring a panel of judges selected from the world of stage and advertising. Amateurs are chosen on the basis of talent and given professional advice to aid them in improving their showmanship and techniques. The program is sponsored by Polk Bros. Furniture & Appliance Center.

BAB PHOTO BROCHURE

FACTS on the recent Rocky Marciano-Ezzard Charles fight pointing up the strength of radio as a powerful news medium were distributed last week in a photo brochure by Broadcast Advertising Bureau, New York, to its member stations. The presentation mainly consists of action shots taken from above the ring and over the heads of the world heavyweight championship contenders. Among statistics cited in the brochure are: almost seven out of every 10 men who knew about the fight learned of Marciano's victory by radio; more than 40% percent of all men listened to the match on radio. Research for the piece was conducted for BAB by The Pulse Inc. in Boston, New Orleans, St. Louis and San Francisco.

PRESERVES CHRISTMAS SPIRIT

WQAN Scranton, Pa., is joining the ranks of those who would preserve the spirit of Christmas by eliminating commercialism sometimes associated with Yuletide music on radio. Cecil Woodland, general manager of the station, has announced that WQAN will not play Christmas music on any program until Dec. 1. Mr. Woodland explained that when Christmas music is used six or eight weeks before the holiday, it "loses much of its beauty and charm by too much playing." He added that WQAN intends to "eliminate the cheap novelty music, commercially written to sell itself and not to promote the spiritual beauty of the Christmas season."

CBS NEWSCASTER Allan Jackson went to Atlanta for the Fulton Centennial and delivered his network newscasts last month through the facilities of WAGA there. At the broadcast from the Rainbow Roof of the Dinkler Plaza Hotel, in connection with the centennial, were (l to r): Jerry Crawley, Metropolitan Life Insurance Co.; John O. Dickson, MLIC; Mr. Jackson; Glenn C. Jackson, managing director of WAGA-AM-FM-TV, and Charles C. Williamson and John J. McConneghey, MLIC.

CBC FILMS IMMIGRANTS

LIFE on an immigrant ship coming into Quebec has been filmed by the Canadian Broadcasting Corp. for its tv *Newsmagazine* program. Harry Rasky, CBC features editor, Toronto, and a camera crew boarded the steamship "Arosa Kulm" as it neared Quebec City. The program filmed impressions of the immigrants coming to Canada, their views on the country for the first time and their journey by train from Quebec to Toronto.

'FAMILY MESSAGE'

CHRYSLER Corp., through McCann-Erickson, Nov. 5 began showing *Family Message,* half-hour film program, on WFBM-TV Indianapolis, and Nov. 8 on WJBK-TV Detroit, WFIE-TV Evansville, Ind., WHIO-TV Dayton, Ohio, and KHJ-TV Hollywood to its employes in five areas across the nation. The program is designed to acquaint employes with the firm's 1955 models, but since it is not on closed-circuit, it can be viewed by the public as well. The show, filmed in Detroit, New York and Hollywood, features personalities on programs sponsored by various divisions of the Chrysler Corp., including Groucho Marx, Danny Thomas, Roy Rogers, Eddie Mayehoff and William O'Shea.

LOVE AND MARRIAGE

WEEKLY PANEL quiz show with love and marriage as its central theme has been started on CBMT (TV) Montreal and the CBC tv network. *Make A Match* consists of a quiz show with a panel of four people, a married woman, a married man, a single woman and a single man. They are confronted with six people, each of whom is married to one of the others, plus a well-known guest in disguise. By questioning, the panel must match the right husbands and the right wives and determine whether the disguised guest is married, single or has been married at one time.

Radio Station and Newspaper

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William T. Stubblefield
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Exbrook 2-5671-2

ATHLETIC SUCCESS STORIES

PILOT film of a projected tv series produced by Frank Leahy was shown Nov. 9 on *Cavalcade of America* over ABC-TV (Tues., 7:30-8:30 p.m. EST). The new series will recount the stories of men and women behind individuals who have achieved outstanding success and will emphasize the roles played by high school athletic coaches particularly. The pilot film will develop the influence of high school coach Mark Wilson on professional football star Otto Graham. Other stories planned for production include "Jackie Jensen-Ralph Kirchum Story," "Bob Cousy-Lew Grummond Story," and "Rocky Marciano-Allie Colombo Story." Executive producer of the film series, which is titled *An American Story,* is Don Sharpe. ABC-TV is making the program available for sponsorship.

WBBM-TV DANCE COMPETITION

MARRIED couples in ballroom dance competition form the basis for a new series of programs launched by WBBM-TV Chicago, with Ray Raymer as m.c. Mr. Raymer presides with a six-piece orchestra and a dancing instructor who teaches couples various dance steps. Cash prizes are awarded to the couple selected as best dancers during the program, *Night Out,* telecast each Tuesday, 11 p.m.-12 midnight. The contestants are chosen from a number of letters to WBBM-TV, with only married couples eligible for competition.

CAMPBELL SOUP CONTEST

STATIONS have been invited to enter a promotion-merchandising contest which will run coincident with a "Name-The-Pups" contest being conducted by Campbell Soup Co. for its canine star of *Lassie* (CBS-TV, Sun., 7-7:30 p.m. EST). The fan contest features prizes of ten collie pups from the *Lassie* kennel and hundreds of regulation basketballs and roller skates for winning entries. For the stations which best promote or merchandise the program contest, the awards are in cash: $250 for first, $100 for second, $75 for third, $50 for fourth, and $25 for fifth prize, with an additional bonus of $50 to each of 10 stations located in areas where the pups are awarded to contestants. The station promotion contest, which is being handled by BBDO, New York, runs through Dec. 31. The agency is sending promotion-merchandising kits, slides for on-the-air use and two 20-second trailers to stations.

REMINISCENCE OF CAROL

WBZ-AM-TV Boston, in order to remember Hurricane Carol, which left the stations a crushed tv tower for a momento, has published a pictorial study of Carol's visit to the stations on Aug. 31. Pictures of the crippled tower and some of the station's crushed buildings were supplied from news services, the press and the station's own cameras. WBZ-TV was knocked off the air for 8 hours and 57 minutes when Carol made her New England rampage.

WHLI OBSERVES RADIO-TV WEEK

SPECIAL quarter-hour program in observance of National Radio and Television Week was presented Nov. 10 by WHLI Hempstead, L. I., N. Y. The broadcast traced the growth of the broadcasting field and outlined the services rendered by radio and tv as mass communications media. Paul Godofsky, president and general manager of the station, was the featured speaker on the show.

POWER TO SELL

MULTI-COLOR folder detailing market facts and coverage data has been distributed by WKZO-TV Kalamazoo, Mich., emphasizing the theme of "power to sell." The station claims the "world's largest antenna" and coverage of over two million people. The brochure cites the characteristics of western Michigan and northern Indiana and lists the Fetzer stations, of which WKZO-TV is one, as well as the offices of Avery-Knodel, its station representative firm.

LARRY HAEG (c), general manager of WCCO Minneapolis-St. Paul, cuts the birthday cake at the celebration following the station's 30th anniversary broadcast last month. Celebrating the occasion are (l to r) Eddie Gallaher, former WCCO staffer and now with WTOP Washington; F. Van Konynenburg, executive vice president of Midwest Radio & Tv Inc.; Mr. Haeg; Mrs. Kenneth Spears, and Jerry Harrington. Mrs. Spears and Mr. Harrington are former WCCO personalities.

1955 FARM PROGRESS SHOW

PLANS are already underway for the 1955 Farm Progress Show sponsored by WLS Chicago and *Prairie Farmer,* with Sept. 29-30, 1955, set as dates for the third annual event, the station has reported. The show drew 85,000 people in Camden, Ind., Oct. 7 and included 159 commercial exhibits, with complimentary display space offered to advertisers who used at least 500 lines in *Prairie Farmer* or an equivalent amount of advertising on WLS during the year. The WLS *National Barn Dance* crew provided the entertainment.

WHLM 'FIRST'

IN WHAT it says may be the first time in the history of federal penal institutions, WHLM Bloomburg, Pa., made inside-the-wall tape recordings of prisoners' voices in Lewisburg Penitentiary. Ted Jones, sports director of the station, was permitted inside to record the presentation of trophies from the warden to outstanding prison athletes. Previously, the station says, it had been the custom of prison officials not to allow any recordings or pictures of any inmates.

JACK WEBB AND WORD-WDXY-FM

JACK WEBB, of *Dragnet,* was the main feature of WORD-WDXY-FM Spartanburg, S. C., at their booth in the recent annual six county Piedmont Interstate Fair. A life-size picture of the cop was displayed "getting the facts" from Marilyn Monroe, with a repeat-a-message, in his own style, telling the quarter of million people passing through the fair that "radio was their best buy." Along with the *Dragnet* display, visitors to "W-O-R-D land" viewed pictures of 75 NBC stars plus promotion of all of the station's national advertisers. Live entertainment also was provided.

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Station Authorizations, Applications

(As Compiled by B • T)

November 4 through November 10

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis. — visual. kw — kilowatts. w — watts. mc — megacycles. D—day. N—night. LS—local sunset. mod. — modification. trans. — transmitter. unl. — unlimited hours. kc —kilocycles. SSA — special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations As of Oct. 31, 1954*

	AM	FM	TV
Licensed (all on air)	2,623	532	122
CPs on air	4	26	†309
CPs not on air	126	10	150
Total on air	2,627	558	431
Total authorized	2,753	568	578
Applications in hearing	137	2	167
New station requests	166	3	17
New station bids in hearing	76	0	151
Facilities change requests	130	14	17
Total applications pending	663	99	159
Licenses deleted in Oct.	1	5	0
CPs deleted in Oct.	0	1	6

*** Does not include noncommercial educational fm and tv stations.**

† Authorized to operate commercially.

* * *

Am and Fm Summary through Nov. 10

	On Air	Licensed	CPs	Appls. Pend-ing	In Hear-ing
Am	2,631	2,629	130	162	76
Fm	561	535	36	6	0

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	262	316	578[1]
Educational	15	18	33

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	290	115	405
Noncommercial on air	5	3	8

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	935	337	725	528	1,254[2]
Educational	55		28	27	55[3]
Total	990	337	753	555	1,307[4]

[1] One hundred-seven CPs (21 vhf, 86 uhf) have been deleted.

[2] One applicant did not specify channel.

[3] Includes 33 already granted.

[4] Includes 611 already granted.

ACTIONS OF FCC

New Tv Stations . . .

ACTIONS BY FCC

Little Rock, Ark.—Arkansas Television Co. granted vhf ch. 11 (198-204 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,736 ft., above ground 1,158 ft. Estimated construction cost $830,637, first year operating cost $535,716, revenue $594,116. Post office address 119 E. Capitol, Little Rock. Studio location 1216-1224 West Markham St., Little Rock. Transmitter location Shinall Mountain, Ark. Geographic coordinates 34° 47′ 55″ N. Lat., 92° 29′ 58″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include **Radio Bcstg. Inc.** (42%), **Arkansas Democrat Co.** (32%) and **National Equity Life Insurance** (16%). President **August Engel** (10%), president and 86% owner of Arkansas Democrat Co.; Chairman of the Board **William H. Bronson**, president of Times Pub. Co. Ltd., licensee of KWKH-AM-FM Shreveport, La.; Executive Vice President **Henry B. Clay**, general manager of KWKH Shreveport and supervising executive of KTHS Hot Springs, Ark.; Secretary **B. G. Robertson**, general manager of KTHS Hot Springs and assistant manager of KWKH Shreveport, and Treasurer **C. E. Lowry**, chairman of the board and 29% owner of National Equity Life Insurance, Little Rock. Granted Nov. 4.

Existing Tv Stations . . .

ACTION BY FCC

WGAN-TV Portland, Me.—Guy Gannett Bcstg. Services granted mod. of CP for ch. 13 to change ERP to 316 kw visual and 159 kw aural. Granted Nov. 1; announced Nov. 8.

APPLICATIONS

WKNB-TV New Britain, Conn.—The New Britain Bcstg. Co. seeks mod. of CP for ch. 30 to change ERP to 189.2 kw visual, 102.1 kw aural; antenna height above average terrain 971 ft. Filed Nov. 4.

WTHS-TV Miami, Fla.—Lindsey Hopkins Vocational School seeks mod. of CP for noncommercial educational ch. 2 to change ERP to 11.541 kw visual, 5.77 kw aural; antenna height above average terrain 280 ft. Filed Nov. 8.

WSUN-TV St. Petersburg, Fla.—City of St. Petersburg seeks mod. of CP for ch. 38 to change ERP to 257 kw visual, 138 kw aural; antenna height above average terrain 464.6 ft. Filed Nov. 8.

WLOK-TV Lima, Ohio—WLOK Inc. seeks mod. of CP to change from ch. 73 to ch. 35 (596-602 mc); ERP 15.85 kw visual, 8.87 kw aural; antenna height above average terrain 343 ft. Filed Nov. 1.

WJAR-TV Providence, R. I.—The Outlet Co. seeks mod. of CP for ch. 10 to change ERP to 160 kw aural; antenna height above average terrain 916 ft. Filed Nov. 8.

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— FOR ALL BROADCAST EQUIPMENT NEEDS —

KLRJ-TV Henderson, Nev.—Southwestern Pub Co. seeks mod. of CP for ch. 2 to change ER to 12.2 kw visual, 6.3 kw aural; change description of transmitter location to U. S. Hwy. #9 8 miles NW of Henderson; antenna height abov average terrain 160 ft. Filed Nov. 8.

WDAK-TV Columbus, Ga.—Martin Theatres o Ga. Inc. & Radio Columbus Inc. d/b as Tv Columbus seek mod. of CP for ch. 28 to change ER to 206 kw visual, 121 kw aural; antenna heigh above average terrain 650 ft. Filed Nov. 4.

KQXI (TV) San Jose, Calif.—Standard Radi & Tv Co. seeks mod. of CP for ch. 11 to chang ERP to 5.36 kw visual, 2.68 kw aural. File Nov. 8.

CALL LETTERS ASSIGNED

WEDB (TV) Birmingham, Ala.—Ala. Educational Tv Commission, noncommercial educational ch. 10.

KUON-TV Lincoln, Neb.—Byron J. Dunn trustee, ch. 12. Changed from KUON (TV).

WTOH-TV Toledo, Ohio—Woodward Bcstg. Co ch. 79.

WPRG (TV) Petersburg, Va.—Petersburg T Corp., ch. 8.

WHIS-TV Bluefield, W. Va.—Daily Telegraph Printing Co., ch. 6.

New Am Stations . . .

ACTION BY FCC

Pensacola, Fla.—Charles W. Lamar Jr., John Burk, C. C. Barnard and F. E. Busby d/b a W. P. F. A. Bcstg. Co. granted 790 kc, 1 kw daytime. Post office address % Charles W. Lamar Jr., P. O. Box 30, Baton Rouge, La. Estimated construction cost $14,100, first year operating cos $36,000, revenue $48,000. Principals in partnership include **Charles W. Lamar Jr.** (68%), licensee o KCIL Houma, La., executive vice president-59.5 stockholder KTAG (TV) Lake Charles, La., 60.4 stockholder WPFA (TV) Pensacola, Fla., and 11 stockholder WAFB-AM-FM-TV Baton Rouge, La.; **F. E. Busby** (25%), vice president-0.5% stockholder WPFA (TV) and KTAG (TV); **John Burk** (3½%); and **C. C. Barnard** (3½%). Messrs. Burk and Barnard are partners in partnership which owns 5.2% of KTAG (TV) and 5.6% of WPFA (TV). Granted Nov. 10.

APPLICATIONS

Clifton, Ariz.—Henry Chester Darwin d/b as Darwin Bcstg. Co., 1450 kc, 250 w unlimited. Post office address Box 1394, Banning, Calif. Estimated construction cost $8,410, first year operating cost $21,600, revenue $27,000. Mr. Darwin is sole owner of KPAS Banning, Calif. Resubmitted Nov. 1.

Sarasota, Fla.—M. R. Lankford d/b as The Trade-Winds Bcstg. Co., 1220 kc, 250 w daytime, directional. Post office address P. O. Box 8, Princeton, Ind. Estimated construction cost $28,540, first year operating cost $36,000, revenue $48,000. Mr. Lankford is owner of WRAY Princeton, Ind., and pres.-majority stockholder WRAY-TV there. Filed Nov. 3.

Monroe, Mich.—Charles S. McIntyre, 560 kc, 500 w daytime, directional. Post office address 1426 E. 1st St., Monroe, Mich. Estimated construction cost $48,030, first year operating cost $65,000, revenue $75,000. Mr. McIntyre is associated with manufacturer of automotive parts and accessories. Filed Nov. 3.

Niles, Mich.—Sam H. Morton tr/as Morton Bcstg. Co., 1440 kc, 500 w daytime. Post office address 1025 W. Market St., Taylorville, Ill. Estimated construction cost $27,286, first year operating cost $30,000, revenue $40,000. Mr. Morton is pres.-treas. 5% owner WBBA Pittsfield. Filed Oct. 28.

APPLICATIONS AMENDED

Tuscumbia, Ala.—Carl Pugh & Harrod A. Pugh d/b as The Tuscumbia Bcstg. Co. amend bid for new am station on 1540 kc 1 kw daytime to specify 1600 kc. Filed Nov. 4.

Laurel, Miss.—Carrol F. Jackson & D. N. Jackson d/b as American Southern Bcstrs. amend bid for new am station on 790 kc 1 kw daytime to specify 1430 kc and change studio location to 118 W. Kingston St., Laurel. Filed Nov. 4.

Existing Am Stations . . .

ACTIONS BY FCC

KCLS Flagstaff, Ariz.—Saunders Bcstg. Co. granted CP to change from 1360 kc 5 kw daytime to 600 kc 5 kw daytime, 500 w night, directional night. Granted Nov. 10.

WPRC Ponce, P. R.—Voice of Puerto Rico Inc. granted CP to operate unlimited time on 910 kc with 5 kw using directional night. Granted Nov. 10.

APPLICATIONS

WPRY Perry, Fla.—Taylor County Bcstg. Co. seeks CP to change from 1220 kc daytime to 1400 kc unlimited. Filed Nov. 8.

KRLC Lewiston, Idaho—H. E. Studebaker tr/as Station KRLC seeks CP to change from 1 kw to 5 kw on 1350 kc. Filed Nov. 3.

WGGH Marion, Ill.—George W. Dodds seeks CP to change from 500 w to 5 kw daytime, directional on 1150 kc. Filed Nov. 3.

WKPA New Kensington, Pa.—Allegheny-Kiski Bcstg. Co. seeks CP to change from 250 w to 1 kw daytime, directional. Filed Nov. 8.

WTRB Ripley, Tenn.—Earl W. Daly tr/as West Tenn. Radio Service seeks mod. of CP to change studio location to 113 W. Washington St., Ripley. Filed Nov. 3.

New Fm Station . . .

ACTION BY FCC

Elkhart, Ind.—Clarence C. Moore granted CP for new class B fm station on ch. 236 (95.1 mc); ERP 4.4 kw; antenna height above average terrain 220 ft. Granted Nov. 10.

Existing Fm Stations . . .

ACTIONS BY FCC

KGO-FM San Francisco, Calif. — American Bcstg.-Paramount Theatres Inc. granted CP to change ERP to 3.8 kw. Granted Nov. 2; announced Nov. 8.

WGMS-FM Washington, D. C.—The Good Music Station Inc. granted CP to change ERP to 20 kw; antenna height above average terrain to 470 ft. Granted Nov. 3; announced Nov. 8.

WFIA-FM Tampa, Fla.—The Tribune Co. granted CP to change ERP to 46 kw; antenna height above average terrain to 910 ft. Granted Nov. 3; announced Nov. 8.

WEEI-FM Boston, Mass.—Columbia Bcstg. System Inc. granted CP to change antenna height above average terrain from 460 ft. to 430 ft. Granted Nov. 3; announced Nov. 8.

Ownership Changes . . .

ACTIONS BY FCC

WGES Chicago, Ill.—Radio Station WGES granted voluntary assignment of license to J. A. Dyer, V. I. Christoph, E. M. Hinzman, E. M. Dyer, W. F. Moss, M. D. Curtis, M. J. Winkler, P. D. Fort, H. M. Kennedy & W. R. Moss d/b as Radio Station WGES through sale by F. A. Ringwald of 10% interest to E. M. Dyer for $25,000 and gift of 2½% interest by W. M. Moss to his son W. R. Moss. Granted Nov. 10.

WIHL Hammond, La.—Nicholas and Anthony V. Cefalua d/b as Cefalua Radio Station granted voluntary assignment of license to Cyril W. Reddoch and Ralph L. Hooks d/b as Louisiana Bcstrs. for $40,000. Principals include **C. Reddoch** (⅔), one-half owner KDLA DeRidder and KREH Oakdale, both in La., and **Ralph L. Hooks** (⅓). Messrs. Reddoch and Hooks each own ⅓ interest in KDBS Mansfield, La. Granted Nov. 10.

WPGC Morningside, Md.—Harry Hayman granted voluntary assignment of license and CP to WPGC Inc. through sale of ½ interest to Maxwell Richmond for $10,000. Mr. Richmond is partner in Philadelphia advertising agency. Granted Nov. 10.

WBLE Batesville, Miss.—Panola Bcstg. Co. granted voluntary assignment of license to Harold B. McCarley, Travis A. Palmer & Harriet K. Hartness d/b as Panola Bcstg. Co. No consideration involved as H. K. Hartness obtains ⅓ interest as beneficiary of James P. Hartness, deceased. Granted Nov. 10.

KDEF Albuquerque, N. M.—Frank Quinn granted voluntary assignment of license to KDEF Bcstg. Co. No consideration involved as Mr. Quinn remains as sole stockholder. Granted Nov. 3; announced Nov. 8.

WGTC Greenville, N. C.—Carolina Bcstg. System granted voluntary assignment of license to Greenville Radio Co. for $65,000. Principals include Pres. **H. W. Anderson** (20%); Vice Pres. **Joel E. Lawhon** (20%); Sec.-Treas. **Harry W. Severance** (20%); **P. O. Barnes** (20%), and **Mrs. L. B. Thomas** (20%). Principals are associated in the ownership of WVOT Wilson, N. C. Granted Oct. 14.

WJW Cleveland, Ohio—WJW Inc. granted voluntary transfer of control to Storer Bcstg. Co. through sale of all stock for $330,000. Principals include Pres. **George B. Storer** (67.5%), and Senior Vice Pres. **J. Harold Ryan** (4.6%). Storer Bcstg. owns WAGA-AM-FM-TV Atlanta, Ga.; WGBS-AM-FM Miami, Fla.; WJBK-AM-FM-TV Detroit, Mich.; WSPD-AM-FM-TV Toledo, Ohio; WWVA-AM-FM Wheeling, W. Va.; KGBS-AM-TV San Antonio, Tex., and WBRC-AM-TV Birmingham, Ala. Grant is subject to condition that Storer dispose of KGBS-AM-TV. Granted Nov. 10.

APPLICATIONS

KBAY-TV San Francisco, Calif.—Lawrence A. Harvey seeks assignment of CP for ch. 20 to Dr. Leonard Averett and his wife Lily V. Averett d/b as Bay Tv. No consideration is involved. Filed Nov. 4.

KOFO Ottawa, Kan.—James M. Jobes & Herbert M. Jobes d/b as Ottawa Bcstg. Co. seek voluntary assignment of license to Roderick B. Cupp and his wife Edwina W. Cupp d/b as Ottawa Bcstg. Co. for $40,000. Mr. Cupp is sales employe of KMBC-AM-TV Kansas City. Filed Nov. 1.

WMOK Charlotte, N. C.—O. L. Freeman, J. L. Friedman and Paul Jones d/b as Queen City Bcstg. Co. seeks voluntary assignment of CP to Rounsaville of Charlotte Inc. Robert W. Rounsaville, owner of WQXI-AM-TV Atlanta, Ga.; WLOU-WQXL-TV Louisville, Ky.; WBAC-WQXN-TV Cincinnati, Ohio, and 51% owner WBEJ Elizabethton, Tenn., pays $3,000 for 10% interest and receives 50% interest for managing the station. Filed Nov. 1.

WLOK-AM-TV Lima, Ohio—WLOK Inc. seek transfer of control to Northwestern Ohio Bcstg. Corp. through sale of all stock for $750. Northwestern Ohio is owner of WIMA-AM-TV Lima. Upon FCC approval WLOK radio will be surrendered. Simultaneously, application to change WLOK-TV frequency from ch. 73 to ch. 35, now assigned to WIMA-TV has been filed. Filed Nov. 1.

WAYZ Waynesboro, Pa.—Richard Field Lewis Jr. seeks voluntary assignment of license to Richard F. Lewis Jr. Inc. of Waynesboro. No consideration as purpose is to incorporate proprietorship. Filed Nov. 1.

WHYL Carlisle, Pa.—Richard Field Lewis Jr. seeks voluntary assignment to Richard F. Lewis Jr. Inc. of Carlisle. No consideration as purpose is to incorporate proprietorship. Filed Nov. 1.

WINC-WRFL (FM) Winchester, Va.—Richard Field Lewis Jr. seeks voluntary assignment of license to Richard F. Lewis Jr. Inc. of Winchester. No consideration as purpose is to incorporate proprietorship. Filed Nov. 1.

WSIG Mt. Jackson, Va.—Richard Field Lewis Jr. seeks voluntary assignment of license to Richard F. Lewis Jr. Inc. of Mt. Jackson. No consideration as purpose is to incorporate proprietorship. Filed Nov. 1.

Other Actions . . .

FINAL DECISION

WBBM-TV Chicago, Ill.—By Order, the Commission made effective immediately an initial decision of Oct. 25 and renewed the license of Columbia Bcstg. System Inc., station WBBM-TV Chicago, with modification to specify ch. 2 in lieu of ch. 4, and granted CP for its regular operation on ch. 2 with power in kilowatts, day and night, of 100 visual and 50 aural. Action Nov. 4.

INITIAL DECISION

Klamath Falls, Ore.—New tv, ch. 2. FCC hearing examined Isadore A. Honig issued an initial decision looking toward grant of the application of KFJI Bcstrs. Inc. for a CP for a new tv station on ch. 2 in Klamath Falls, Ore. Action Nov. 9.

OTHER ACTIONS

Orlando, Fla.—WHOO Inc. FCC Comr. Frieda B. Hennock granted petition insofar as it requests dismissal of its application for ch. 9, and said application was dismissed with prejudice. Action Nov. 2; announced Nov. 4.

WNES Central City, Ky.—FCC by Memorandum Opinion and Order, denied protest filed Oct. 8 by WNES Central City, Ky., directed against Commission action of Sept. 8 granting without hearing application of Central City-Greenville Bcstg. Co. for a new am station on 1380 kc, 500 w, daytime only, at Central City, Ky. Action Nov. 5.

Boston, Mass.—Columbia Bcstg. System Inc. FCC Comr. Frieda B. Hennock granted petition insofar as it requests dismissal of its application for ch. 5, and said application was dismissed with prejudice; dismissed answer to reply to opposition to petition for dismissal and for acceptance thereof filed by Mass. Bay Telecasters Inc. on Oct. 29. Action Nov. 2; announced Nov. 4.

St. Louis, Mo.—Ch. 11 proceeding. By Order, the Commission denied a petition filed Aug. 23 by St. Louis Amusement Co. seeking review and reversal of an examiner's ruling denying petitioner's motion for postponement of the hearing in the proceeding involving its application and those of St. Louis Telecast Inc., Columbia Bcstg. System Inc., 220 Television Inc., all St. Louis, Mo., and Broadcast House Inc., East St. Louis, Ill., each seeking a new tv station on ch. 11. Action Nov. 3.

Eatontown; Long Branch, N. J.—By Memorandum Opinion and Order, the Commission enlarged issues in the proceeding involving applications of Harold M. Gade, Eatontown, N. J., and Monmouth County Bcstrs., Long Branch, N. J., for new am stations in these respective places to operate on 1410 kc with 500 w, daytime only; made WNJR Newark, N. J., a party. Action Nov. 3.

WSAY Rochester, N. Y.—By Order, the Commission (1) dismissed a petition filed Aug. 5 by WSAY Rochester, N. Y., insofar as it purports to be a protest under Sect. 309(c) of the Communications Act or a request for reconsideration of Commission action of May 20 denying WSAY's previous petition for reconsideration of Commission action of Aug. 26, 1953, granting transfer of control of WARC Inc. (formerly WARC, now WBBF), Rochester, to Star Bcstg. Co.; and (2) denied Aug. 5 petition insofar as it requests reconsideration of Commission action of July 14 denying WSAY's protest to action of May 20 granting without hearing application for renewal of license of WBBF. Comr. Hennock issued separate views. Action Nov. 3.

Tv Assignment—By Memorandum Opinion and Order, the Commission denied a joint petition filed Sept. 29 by WEEK-TV, ch. 43, and WTVH-TV, ch. 19, both Peoria, Ill., to effect de-intermixture of commercial vhf and uhf assignments in the Peoria area by reserving ch. 8 for noncommercial educational use in place of ch. 37, or, in the alternative, by deleting ch. 8 from Peoria and substituting ch. 31, 78 or 82. Action Nov. 3.

Tv Assignment—On petition by WTVU (TV), ch. 73, Scranton Pa., filed Oct. 25, to amend the table of assignments, the Commission invites comments on or before Dec. 3 to a Commission substitute proposal as follows: substitute ch. 48 for 32 at Lock Haven, Pa., ch. 38 for 73 at Scranton, and ch. 32 for 38 at Sunbury, Pa., with order to WTVU to show cause why it should not shift to ch. 38. Comr. Hennock absent. Action Nov. 3.

Tv Assignment—On petition filed by Laurel Television Co. on Oct. 26, the Commission proposed rule making to assign ch. 7 to Laurel, Miss., and change the offset requirement of that channel to Munford, Ala., from 7 even to 7 minus. Comments may be filed on or before Dec. 3. Comr. Hennock absent. Action Nov. 3.

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Routine Roundup . . .

November 4 Decisions

BROADCAST ACTIONS

KEYT (TV) Santa Barbara, Calif., Santa Barbara Bcstg. and Tv Corp.—Denied request for a waiver of Sec. 2.302 of the rules to change call letters of tv station from KEYT (TV) to KEY-TV.

ACTIONS ON MOTIONS

By Commissioner Frieda B. Hennock

Chief Broadcast Bureau—Granted petition for an extension of time to and including Nov. 17 within which exceptions may be filed to initial decision in re applications of Cowles Bcstg. Co. and Murphy Bcstg. Co., for ch. 8 in Des Moines, Iowa (Dockets 8897, 8900).

By Hearings Examiner Isadore A. Honig

Omaha, Neb., KFAB Bcstg. Co.—By Memorandum Opinion and Order, granted petition to amend its application for tv ch. 7 (Docket 9009; BPCT-390), to reflect changes in directors.

By Hearing Examiner Herbert Sharfman

Granted petitions of WKAT Inc., et al., applicants for ch. 10 in Miami, Fla. (Dockets 9321 et al.), to make certain corrections to transcript in this proceeding.

November 4 Applications

ACCEPTED FOR FILING

Renewal of License

WIVY Jacksonville, Fla., Edward J. Oberle—(BR-2110).

WMMB Melbourne, Fla., Melbourne Bcstg. Corp.—(BR-2138).

WSBB New Smyrna Beach, Fla., Bcstrs. Inc.—(BR-2620).

WDBO Orlando, Fla., Orlando Bcstg. Co.—(BR-439).

WDLP Panama City, Fla., Panama City Bcstg. Co.—(BR-1053).

WTRR Sanford, Fla., Myron A. Reck—(BR-1696).

WTNT Tallahassee, Fla., Tallahassee Appliance Corp.—(BR-1322).

WFLA Tampa, Fla., The Tribune Co.—(BR-1110).

WSIR Winter Haven, Fla., Citrus Belt Bcstrs. Inc.—(BR-1546).

WTYN Tryon, N. C., Thermal Bcstg. Co.—(BR-2994).

WPRA Mayaguez, P. R., WPRA Inc.—(BR-932).

WTIL Mayaguez, P. R., Mayaguez Radio Corp.—(BR-2562).

WTMA Charleston, S. C., The Atlantic Coast Bcstg. Corp. of Charleston—(BR-1001).

WGSW Greenwood, S. C., Radio Greenwood Inc.—(BR-2821).

Applications Returned

Roseville, Calif., Ed Jeffery tr/as Golden State Bcstg. Co.—CP for a new standard broadcast station on 770 kc; power of 1 kw, daytime hours only.

KCHE Cherokee, Iowa, Marguerite Louise Shimp, Charles Reznikov and Russell A. Hickmon d/b as Cherokee Bcstg. Co.—Voluntary assignment of license to Cherokee Bcstg. Co.

Modification of CP

WAQM (FM) Atlanta, Ga., Glenkaren Associates Inc.—Mod. of CP (BPH-1959) which authorized new fm station for extension of commencement date (BMPH-4956).

November 5 Applications

ACCEPTED FOR FILING

Renewal of License

WPDQ Jacksonville, Fla., Jacksonville Bcstg. Corp.—(BR-1186).

WDSR Lake City, Fla., Deep South Radioways—(BR-1251).

WGBS Miami, Fla., Storer Bcstg. Co.—(BR-1032).

WWPB Miami, Fla., Paul Brake—(BR-1845).

WKAT Miami Beach, Fla., WKAT Inc.—(BR-947).

WTSP St. Petersburg, Fla., Pinellas Bcstg. Co.—(BR-1030).

WRIO Rio Piedras, P. R., The Master Bcstg. Corp.—(BR-2394).

Modification of CP

WTVE Elmira, N. Y., John S. Booth and Thompson K. Cassel, d/b as Elmira Television—Mod. of CP (BPCT-1161) as mod. which authorized new comm. tv station to extend completion date (BMPCT-2578).

WSBA-TV York, Pa., Susquehanna Bcstg. Co.—Mod. of CP (BPCT-302) as mod which authorized new tv station to extend completion date to 5-22-55 (BMPCT-2583).

WGBH-TV Boston, Mass., WGBH Educational Foundation—Mod. of CP (BPET-40) as mod. which authorized new non-comm. educ. tv station to extend completion date to 5-18-55 (BMPET-54).

November 8 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of November 5

Modification of CP

KLEN Killeen, Texas, The Highlite Bcstg. Co.—Granted Mod. of CP for approval of antenna, transmitter and studio, location and change type transmitter (BP-6634).

WTVD (TV) Durham, N. C., Durham Bcstg. Enterprises Inc.—Granted extension of completion date to 5-7-55 (BMPCT-2584).

Actions of November 4

Granted License

WITZ-FM Jasper, Ind., Jasper On The Air Inc.—Granted license for fm station (BLH-1009).

WOPI-FM Bristol, Tenn., Radiophone Bcstg. Station WOPI Inc.—Granted license covering change in licensed station to show ERP as 9.7 kw (BLH-1010).

KUTI Yakima, Wash., Independent Bcstrs.—Granted license for am station; 900 kc, 250 w, D (BL-5501).

WHO Des Moines, Iowa, Central Bcstg. Co.—Granted license covering changes in antenna system (BL-5498).

Modification of CP

The following were granted extension of completion dates as shown: WSLA Selma, Ala., to 4-24-55; WTVE (TV) Elmira, N. Y., to 5-19-55; WSBT-TV South Bend, Ind., to 5-27-55; WAYS-TV Charlotte, N. C., to 5-28-55; WGBH-TV Boston, Mass., to 5-18-55; WSBA-TV York, Pa., to 5-22-55.

Actions of November 3

Granted License

WLWC (TV) Columbus, Ohio, Crosley Bcstg. Corp.—Granted license covering changes in facilities of existing tv station (BLCT-242).

WAGA-TV Atlanta, Ga., Storer Bcstg. Co.—Granted license covering changes in existing tv station; visual power 100 kw, aural 50 kw (BLCT-157).

Modification of License

WTAC-Flint, Mich., Trendle-Campbell Bcstg. Corp.—Granted mod. of license to change name of licensee to WTAC The Big Station Inc. (BML-1606).

Remote Control

WCLS Columbus, Ga., Muscogee Bcstg. Co.—Granted authority to operate transmitter by remote control (BRC-548).

Actions of November 2

Granted License

WETU Wetumpka, Ala., Elmore Service Corp.—Granted license for am station; 1570 kc, 250 w, D (BL-5477).

CP

WEBQ-FM Harrisburg, Ill., Harrisburg Bcstg. Co.—Granted CP to replace expired CP (BPH-1901) which authorized changes in licensed station which expired 8-2-54 (BPH-1977).

Modification of CP

WBLK Clarksburg, W. Va., Ohio Valley Bcstg. Corp.—Granted extension of completion date to 2-28-55 (BMP-6673).

Actions of November 1

Granted License

WAPO-FM Chattanooga, Tenn.—WAPO Bcstg. Service Inc.—Granted license for fm station (BLH-1004).

WNOG Naples, Fla., George Dewey Polly—Granted license for am station; 1270 kc, 500 w, D (BL-5491).

KHFS Vancouver, Wash., Western Bcstg. Co.—Granted license for am station; 1150 kc, 1 kw, D (BL-5379).

KLGR Redwood Falls, Minn., Harry Willard Linder—Granted license for am station; 1490 kc, 100 w, U (BL-5490).

Remote Control

KOGA Ogallala, Neb., Ogallala Bcstg. Co.—Granted authority to operate transmitter by remote control.

November 8 Applications

ACCEPTED FOR FILING

Modification of License

KRIZ Phoenix, Ariz., Melody Shops Inc.—Mod. of license to change name of licensee to KRIZ Inc. (BML-1607).

Modification of CP

KHJ Hollywood, Calif., General Teleradio Inc.—Mod. of CP (BP-8907) which authorized change to directional antenna night use only for extension of completion date (BMP-6684).

WDKN Dickson, Tenn., Dickson County Bcstg. Co.—Mod. of CP (BP-8876) which authorized a new standard broadcast station for extension of completion date (BMP-6683).

Renewal of License

WKKO Cocoa, Fla., Brevard Bcstg. Co.—(BR-2785).

Applications Returned

Oxford, Miss., E. O. Roden, W. I. Dove and G. A. Pribbenow d/b as Ole Miss Bcstg. Co.—CP for new standard broadcast station on 143 kc, power of 1 kw, daytime hours only.

(Continued on page 127)

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RADIO

Help Wanted—(Cont'd)

Salesman wanted—metropolitan New York station offers experienced salesman good drawing account against commission. Send resume to Box 332F, B•T.

Announcers

1st combo, announcing, management new 500 watt DT. Oklahoma. Box 84F, B•T.

Announcer. 1st phone, some copy writing. Arizona Network. $1.65 hour. Box 158F, B•T.

Radio announcer interested in earning $80 to $100 per week as starter, answer this ad. Must be professional, good adlibber and versatile. Extra bright future in North Georgia city. Box 202F, B•T.

Announcer—operate board, $60.00, 40 hours, overtime, talent. Near New Orleans. Box 217F, B•T.

Program minded announcers with 1st tickets. Indiana. Box 262F, B•T.

Announcer-engineer-combo wanted for new 5 kw station. Send audition tape, references, training and experience data. Must be good announcer and engineer. Salary $80 to $100 per week depending on experience and ability. Also opening for announcer-salesman. Materials will be returned. Box 284F, B•T.

Woman broadcaster wanted to do air work, continuity and copy for new 5 kw daytimer near Chattanooga. Top pay for top ability. Send audition tape, training and experience data, photo and references. Materials will be returned. Box 285F, B•T.

Wanted: Combination announcer-engineers, first class license. $100 week. State experience, qualifications care Box 288F, B•T.

Old established NBC station in 1,000,000 market is seeking experienced announcer with ability to handle news and straight record shows. Character and stability very important. Can offer the right man security and advancement. Please do not reply unless presently earning at least $100 per week. Box 320F, B•T.

Experienced DJ. Chance to become program director, head traffic and able to write copy. Give full particulars first letter. Virginia independent. Box 323F, B•T.

Wanted: Experienced radio announcer, good on news and commercials. Opportunity for tv. Send tape or disc and resume with letter to Station Manager, KFBB, Great Falls, Montana.

Wanted: Announcer. Salary commensurate with ability and experience. Must be good all-around announcer. Play-by-play advantageous. If interested please rush photo, salary required, full information, audition and references. Also state if you have a car. Position open now. KSCB, Box 311, Liberal, Kansas.

Opening experienced announcer. Emphasis on versatility. Complete information, references first letter, with tape, tranx to L. J. Rocke, WCAX, Burlington, Vermont.

Night combo man needed for Florida's sweet music station. Must be able to sell a commercial. Send tape and full particulars in first letter to Donn Colee, WLOF, Orlando, Florida.

Leading station in southeast has opening for top-notch, versatile announcer with proven ability. Send detailed background, past and expected earnings, references, audition recording, WSAV, Savannah, Georgia.

Technical

First phone negro engineer-announcer for progressive race station in southern metropolitan market. Send full particulars, photograph in first letter. Box 291F, B•T.

Chief—local am/fm, remote controlled, single engineer. We prefer older man with "know-how" who wants to settle down in beautiful Virginia town. Box 346F, B•T.

RADIO

Help Wanted—(Cont'd)

1st class engineer. $55 for 40 hours with time and one-half for all over 40. Contact Dan Williams, Radio Station WVOT, Wilson, N. C.

Production-Programming, Others

White program director with experience for all-negro station, southern metropolitan market. Send full particulars, references, recent snapshot in first letter. Box 292F, B•T.

Situations Wanted

Managerial

Manager, fully experienced in program, promotion, sales. Excellent record and recommendations. Presently employed. Fifteen years executive experience. Salary secondary to opportunity to produce. Box 5F, B•T.

General manager—successful, hard-working, economy minded. 15 years experience, all phases, including 8 as manager and consultant. Box 236F, B•T.

Manager with 1st license wishes re-location in south only. Emphasis on sales and low overhead. Box 312F, B•T.

Announcers

Announcer, newscaster; disc jockey; copywriter; 3rd class ticket. Available immediately. Box 101F, B•T.

Superior, experienced announcer available; family. Good salary, working conditions required. Box 160F, B•T.

Negro DJ, experienced 18 months, not afraid of work. Emphasis announcer. Very ambitious. Box 178F, B•T.

Basketball announcer. Excellent voice, finest of references. Seven years experience. Box 258F, B•T.

1 year experience—all-around ability—good baseball. I'll send tape on request. Vet., 28, single, travel. Box 272F, B•T.

Girl deejay and woman's director, experience collecting and writing local news, copywriting, selling. Now employed as staff announcer. Third class ticket. Box 273F, B•T.

News announcer. Eight years radio-tv news experience. University graduate. Box 275F, B•T.

Announcer—experienced. Authoritative news, selling commercials, smooth deejay. Mature. Selling experience. Can handle responsibility. Two degrees. Veteran. Box 276F, B•T.

Very good negro staff man, still developing, currently working in the south, would desire to relocate permanently, preferably in the north. Box 278F, B•T.

Eight years experience—handle any staff duty—top quality news, commercials—presently employed. Family man, wants permanence. Box 279F, B•T.

Experienced announcer—seeking second break. Authoritative news. Relaxed DJ, vet. Box 280F, B•T.

Announcer-DJ: Five years experience; news, board, continuity, sports; single, 25, sober, conscientious; excellent references; immediately available. Box 281F, B•T.

Discomedian, 34, radio-tv, employed but use to larger markets. 12 years radio. 1 year tv, own show. Excellent results. Savvy, know-how, personality, friendliness, intelligent humor. Professional ability. 2 years network. New York City summer replacement. Miami Beach plus hotels. Good references past and present employers. Established show format and style. Original entertainer. Tape and brochure on request. Make me a good offer. Box 283F, B•T.

Sports announcer—salesman desires play-by-play basketball, football and minor league baseball. Married, 29, ex-minor leaguer. Box 295F, B•T.

Staff announcer—DJ, newsman, now available. Recent veteran, age 25. Let my audition tape speak for itself. Box 299F, B•T.

Announcer/sports man: I can do your sports—baseball, football, basketball, etc., from a working knowledge vantage. DJ or straight announcing. Have sung professionally and produced own show. Long on overall professional experience but short on mike experience. If interested in these broad qualifications can develop into valuable property for you. Tape. References. Married. Box 300F, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcer: Family man, radio school, 2 years radio, 1 year tv experience. Employers selling to organization with own staff. Box 301F, B•T.

Announcer, deejay, available now. Go anywhere, eager to please. Coached by top New York announcers, but no hot-shot. Looking for opportunity to prove myself an asset to your station. Sober, dependable. Tape and resume on request. Box 305F, B•T.

Versatile announcer, sports play-by-play, news, special events. Top references, reliable. Air checks available. Box 308F, B•T.

Announcer: For station staff, recent graduate of broadcasting school—anxious for start—prefer coastal or southern location—strong on news and commercials, single, veteran—free to travel. Resume and tape will be sent on request. Box 313F, B•T.

Announcer. Five years experience. Smooth, relaxed deejay and news. College graduate, 26. Wants northeast location. Box 315F, B•T.

Announcer - newscaster — authoritative proven commercial delivery. Eight years experience all phases operation. Available immediately. Box 317F, B•T.

Staff announcer—time salesman. Seeking permanency. Nine years radio. Married. Box 318F, B•T.

Announcer, rich, relaxed, baritone voice. On the air in Washington, D. C. Experienced DJ. Pop, hillbilly, classical, news, sport, play-by-play, married, veteran, car, no drink, hard worker. Not afraid to change teletype ribbon, mop floor. Name your starting salary. Box 321F, B•T.

Qualified staff announcer, experienced. Top selling potential: Seeking permanent location. Married, dependable; double at board. Available promptly. Tape, resume. Wire collect. Box 326F, B•T.

Staff-sports announcer available immediately. Ready to handle upcoming basketball schedule if desired. Four years commercial experience. Tape, photo on request. Box 327F, B•T.

Staff announcer—sportscaster—strong news, commercials, DJ. Single, travel, tape on request. Box 330F, B•T.

Announcer—college graduate, some experience. Single, travel, veteran, write copy. Box 331F, B•T.

Experienced staff announcer. College and ticket. Expeditious worker. Box 333F, B•T.

Station managers: Announcer-writer, unique plan for hometown interst program. Will take care of all details. Audition of show can be arranged. Midwestern graduate, experienced writer. Resume, tape and details of plan on request. Will travel. Box 334F, B•T.

Announcing school graduate with musical background seeks position in small progressive station. Box 338F, B•T.

Program director, currently employed, seeking larger market, desires to locate aggressive station as PD and/or all night DJ. Know operation from experience. Pop music, news specialty. Present income $110 weekly. What have you to offer? Tape, resume on request. Box 339F, B•T.

Five years. Replies offering ninety for good selling voice and production—dependable, sober. 2½ years present station, five kilowatt network. 29, married, no children, veteran, good credit record, first phone, '53 auto. Tape, resume, references, photo. Box 341F, B•T.

Available immediately—excellent staff announcer, 4 years experience. 28, married, veteran. Box 342F, B•T.

Announcer-salesman, six years experience, top references seeks opportunity east only. Box 345F, B•T.

Announcer—2 years experience. Married, 3rd ticket. Contact Bob Brooks, 5701 Oxon Hill Road, S.E., Washington 21, D. C.

RADIO

Situations Wanted—(Cont'd)

Announcer—2 years experience. Base selling voice. Single. Reliable. Will travel. Tape, photo, resume on request. A. Burns, 5746 Kenmore, Chicago 40, Ill.

Young lady—pleasing voice and personality for announcing, women's page, disc jockey; write continuity, commercial copy—5 pints of chameleon blood—limited experience. Miss Kitty Gomperts, 219 6th Avenue, Brooklyn 15, New York.

Deep voice, broad experience, ideas, college graduate, veteran, free to travel, 25, clean diction, sober, willing to work. J. Scanlan, 2831 W. Lexington, Chicago 12, Illinois.

Stop wasting money! Let me and my Hammond Organ make money for you. Your collect call to Kernan Wright, 41096, Van Wert, Ohio, can fill 2 jobs with one man. I'm a Leland Powers grad, married Korean vet. Want difficult market, cause I can sell!

Top notch, announcer, DJ, newsman, highly qualified chief engineer, experienced, energetic, sales experience, seeking greater opportunity Texas or southwest. Family, best references. Available two weeks. 405 Fifth Street, S.E., Childress, Texas.

Experienced announcer—DJ, MC. Network and indie background. Fine commercials, news, sports. College grad, 28. Call Summit 6-10283, New Jersey.

Staff announcers (3), board trained, write copy, all staff duties. Pathfinder School of Radio, 737 11th Street, N.W., Washington, D. C. ME. 8-5255.

Technical

Engineer—six years experience transmitter, console, recordings, remotes. Box 302F, B•T.

Am engineer, 6 years experience all phases. Limited combo work. 1st phone. Box 307F, B•T.

Young man, married, 1st phone, desires connection with local or suburban Washington area am/fm station. 7 years experience radio-tv. Some announcing experience. Car. Box 328F, B•T.

First phone, experienced equipment maintenance, console, recording and remotes. Box 340F, B•T.

Engineer: First phone. Two years experience. Will travel. Box 344F, B•T.

1st phone—4 years broadcast experience. Immediately available. Clarence Bayer, N. 5th Amanda, Pekin, Illinois.

First phone. Three years all phases broadcast. Age—30. Travel anywhere. Willing learn announcing. Streeter, 539 State, Springfield, Mass.

Experienced announcer-engineer, first phone. Available immediately. 2225½ 2nd Street, S.W., Rochester, Minnesota. Phone 2-1872.

Combo men and operators with first class tickets available immediately. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Production-Programming, Others

Not fair, fat and 40, not trembling and 20 either. Just young enough to want a good, challenging job. Gal with experience in copy, traffic, air work, available for right job. Prefer Kansas, Oklahoma or Colorado location. Box 282F, B•T.

Sales research—public relations; publicity; well known to television and radio networks; stations throughout the country; station reps, press; advertising agencies; research and trade associations. Know major markets—will travel. Replies confidential. Box 303F, B•T.

Seeking supervisory position: Programming, production, continuity. Six years experience, including radio-television PD. References include current, previous employers. Available for personal interview or immediate employment. Box 304F, B•T.

Production or sales work. Five years non-commercial experience all phases including PD. B.S. degree in radio-tv. Twenty-four, veteran, single. Need commercial start. Opportunity primary interest. Available immediately. Box 316F, B•T.

RADIO

Situations Wanted—(Cont'd)

Program—news director. 5 years radio and tv. Single, 26, veteran, college. Best references. Bob McKendrick, WLOK-TV, Lima, Ohio. 6-3411.

TELEVISION

Help Wanted

Production-Programming, Others

Exprienced film editor for 225kw Gulf Coast tv station. Contact KBMT, Post Office Box 1192, Beaumont, Texas.

Situations Wanted

Managerial

General manager—commercial manager. Thoroughly experienced all phases uhf-vhf tv and radio. Outstanding background. Local, regional, national experience. Presently employed in above capacity with major market tv station. Brilliant success story. Can bring experienced personnel. Desire permanent location with stock proposition. Willing to work on percentage or salary and percentage. Box 757E, B•T.

Program director, assistant manager, operations manager. Excellent qualifications. Long, successful am-tv experience. Seek contacts with new or established tv requiring key man of proven executive and creative ability. Box 277F, B•T.

Announcer

Act now! Put me and my Hammond Organ in front of your tv camera and step up sales! My 3 years announcing, plus Hammond Organ means results! Married, a Leland Powers grad, Korean vet. A collect call to Kernan Wright, 41096, Van West, Ohio, gets you 2 men in 1, double results, double sales!

(Continued on next page)

DO YOU NEED COMPETENT HELP?

Is there a TV station that does not need additional competent help? Not according to what station managers tell us. So we have established a personnel department to help out. We offer you qualified graduates who will make competent workers in any of the following fields:

- **Announcers**
- **Writers**
- **Camera Assistants**
- **Boom Operators**
- **Floor Directors**
- **Copy Writers**
- **Film Editors**
- **Salesmen**

Remember, our service is FREE. We are not an employment agency. We simply supply you with graduates from our school who have been screened for ability and willingness to work. Write John Birrel, Personnel Director, for complete background data.

NORTHWEST RADIO & TELEVISION SCHOOL
1221 N.W. 21st Avenue
Portland 9, Oregon

TELEVISION

Situations Wanted—(Cont'd)

Technical

Tv engineer, 5 years experience, xmtv, switcher, camera, micro-wave, maintenance. Permanent only. Box 306F, B•T.

Tv engineer—1 year experience New York station—1st class license. Willing to travel—resume on request. Box 343F, B•T.

Production-Programming, Others

Tv manager-program or operations. Dependent on market and permanent future possibilities. Confidential. Box 15F, B•T.

Network retrenchment makes available television camera-operations man. Small station and network experience. Excellent references. Box 107F, B•T.

Young married man wishes tv career in producing-directing field. Creative, responsible, personable, college graduate with art knowledge. Design and advertising background. Will start anywhere at almost any salary to gain experience. Prefer east but will go west. Box 219F, B•T.

Television director-producer—experience all phases of production; network and local credits. One station market experience. Single, mature. Superior references. Resume. Box 293F, B•T.

Experienced traffic girl desires position with tv station. Larger market. College graduate, 25, single. Box 298F, B•T.

Seeking supervisory position: Programming, production, continuity. Six years experience, including radio-television PD. References include current, previous employers. Available for personal interview or immediate employment. Box 304F, B•T.

Desire position as director or production department . . . experienced all phases of programming and production. Married, 32, college. Presently employed, all replies answered. Box 311F, B•T.

Top-notch man, experienced as director-producer, news director, sports director and versatile announcer with three years experience in television desires change. Presently employed in major midwestern market in tv as director-producer. Family man, sober and dependable. First preference as program manager, but will consider all offers. Available on two weeks notice. Must be permanent with an operation that wants only the best. Box 314F, B•T.

For Sale

Stations

Florida west coast 5000 watter for sale or will trade for midwest radio or tv property. Box 153F, B•T.

Exclusive profitable tri-city 500 watts Ohio daytime independent. Retiring. Cash. Box 289F, B•T.

For Sale—(Cont'd)

Stations

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment Etc.

For sale, at a bargain, one brand new 446 ft. galvanized EMSCO type RT 27 tower, 40-lb. wind loading, to support 12 bay turnstile antenna on channels 7-13, including A-4 lighting, completely fabricated, ready to ship. Make offer. Write Box 296F, B•T.

$38,000 Johnnie Andrews 650 foot guyed tower for $12,500. Complete tower including guys, lighting, etc. For further details, contact Box 297F, B•T.

Langevin repeating coils #602A @ $4.00. General radio modulation monitors 731A & 731B @ $200.00. Box 335F, B•T.

3 kw GE fm, GE frequency modulation monitor, 4 bay multi "v antennae" 400 RG 17 U. In use. Best offer. Box 336F, B•T.

RCA 70A vertical-lateral turntable. $100.00. KFRO, Longview, Texas.

300 foot Lehigh, self-supporting, double galvanized tower suitable for tv. Design drawings available. Best offer takes it. Write or call J. Hatfield, KIRO, Seattle, Washington.

Gates CB11 recording turntables $150.00, REK-O-KUT recording amplifier $100.00, gear mechanism $125.00, Presto 1-D cutter $100.00 or all four with 5 styli for $375.00 F. O. B., KROX, Crokston, Minn.

For sale: Equipment: Two (2) Presto portable recorders, Model 700-R. In good operating condition. Contact Walter Avery, Station WLNH, Laconia, New Hampshire.

Wanted to Buy

Stations

Experienced, well financed owner-operator is in the market for a radio property in a major market. Send details. Box 211F, B•T.

The best station available for down payment of thirty-five thousand dollars. Box 319F, B•T.

Radio stations. Television stations. Theatres. Ralph Erwin, Theatre Broker. Box 811, Tulsa.

Equipment Etc.

Ten kilowatt am transmitter in good operating condition. Box 165F, B•T.

Andrew 2, 4 or 8 bay fm antenna, immediately. Box 239F, B•T.

AVAILABLE IMMEDIATELY TELEVISION TRANSMITTER

RCA-TT 5A Transmitter, Channel 7-13, perfect condition. Also console, diplexer, dummy load. RCA six (6) bay antenna and tower.

Terms can be arranged.

BREMMER BROADCASTING CORP.
1020 Broad Street
Newark 2, New Jersey

Wanted to Buy—(Cont'd)

Will purchase one kw or 17 kw uhf equipment from closed operation. Please write or wire Box 290F, B•T., giving complete information.

Fm transmitter up to 3 kw power with associated equipment. List equipment and price in first letter. Box 322F, B•T.

Surplus RCA TP-6 A or Eastman model 250 projector and RCA MI-26521 field power supply. Advise price and condition. John M. Sherman, WCCO-TV, Minneapolis, Minnesota.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. **Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.**

RADIO

Help Wanted

COMPLETE STAFF

. . . for new daytime station approximately December 1st.

Sales Manager

Salesmen

Program Director

(with air qualifications)

Announcers (specializing in **popular and hillbilly disc jockey shows, with or without** first class ticket.)

Girl Friday

All Personnel must be capable of air work.

Send complete details first letter, including experience, age, marital status, expected salary, recent photograph and audition tapes or discs of recent work.

C. LESLIE GOLLIDAY
Radio Station WEPM
Martinsburg, W. Va.

Salesmen

SALESMAN

Immediate opening for aggressive, strong, successful radio salesman for well accepted network station in competitive three-station Maryland market. Good monthly draw to start. Must have car. Sincere, honest worker can establish fine permanent income. No floaters or one-time hot-shots. Reply Box 270F, B•T.

TELEVISION

Situations Wanted

Salesman

SALES — FILM PRODUCTION

Studio and Production Facilities

Age 29, college grad, family man, just released from two years in the Navy. Wish to represent responsible film production firm in Sales. Have some experience in above capacity small company not in New York. Will relocate. Resume and photo.

WITHOUT FAIL WRITE BOX 337F, B•T

FOR SALE

Stations

UHF STATION FOR SALE

Midwest

One of the few operating in the black. Protected territory.

Box 329F, B•T

(Continued from page 122)

Renewal of License Returned

WJBS Deland, Fla., John B. Stetwon U.—(BR-2101).

License for CP

WLCS-FM Baton Rouge, La., Air Waves Inc.—License to cover CP (BPH-1805) which authorized changes in licensed station (BLH-1011).

WCRB-FM Waltham, Mass., Charles River Bcstg. Co.—License to cover CP (BPH-1948) which authorized new fm station (BLH-1012).

Modification of CP

WIAN (FM) Indianapolis, Ind., The Board of School Commissioners of the City of Indianapolis—Mod. of CP (BPED-246) which authorized a new educational station for extension of completion date (BMPED-284).

WCOV-TV Montgomery, Ala., Capitol Bcstg. Co.—Mod. of CP (BPCT-822) as mod. which authorized new tv station to extend completion date to 2-1-55 (BMPCT-2590).

KTLA (TV) Los Angeles, Calif., Paramount Television Products Inc.—Mod. of CP (BPCT-1698) as mod. which authorized changes in facilities of existing tv station to extend completion date to 3-2-55 (BMPCT-2591).

For Sale—(Cont'd)

Equipment Etc.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

5KW
TELEVISION
TRANSMITTER
FOR SALE
RCA - TT5

KOTV TULSA, OKLAHOMA

Wanted to Buy

Stations

VHF-TV STATION

Private syndicate not in the industry wants to buy VHF-TV property or combination VHF and AM property in one of the top 100 markets. Prefer West or Southwest.

Box 325F, B•T

Employment Services

RADIO & TV PERSONNEL
We screen New York's vast source of qualified personnel; take the guesswork out of hiring for stations anywhere. Tell us your needs, we do the rest!
right at our fingertips for you!
CAREER BUILDERS Agency
Marjorie Witty, Director, Radio-TV Div.
35 West 53rd St., New York 19 • PL 7-6385

RADIO-TV — ALL PERSONNEL
We match employee qualifications to employer requirements with know-how based on ten years of Radio-TV experience. We check and screen personnel tailored to your needs, so that you may hire with confidence through . . .
CAREER BLAZERS AGENCY
Hal Summers, Director of Radio-TV Div.
5 W. 46th Street, N. Y. C. JU 6-3605

KBTV (TV) Denver, Colo., Colorado Television Corp.—Mod. of CP (BPCT-933) as mod. which authorized new tv station to extend completion date to 6-1-55 (BMPCT-2592).

WIND-TV Chicago, Ill., WIND Inc.—Mod. of CP (BPCT-187) as mod. which authorized new tv station to extend completion date (BMPCT-2587).

KGTV (TV) Des Moines, Iowa, Rib Mountain Television Inc.—Mod. of CP (BPCT-1552) as mod. which authorized new tv station to extend completion date (BMPCT-2588).

KWWL-TV Waterloo, Iowa, Black Hawk Bcstg. Co.—Mod. of CP (BPCT-815) as mod. which authorized new tv station to extend completion date to 5-3-55 (BMPCT-2589).

KEDD (TV) Wichita, Kan., KEDD Inc.—Mod. of CP (BPCT-1412) as mod. which authorized new tv station to extend completion date to 5-27-55 (BMPCT-2585).

WCNO-TV New Orleans, La., Community Television Corp.—Mod. of CP (BPCT-1378) as mod. which authorized new tv station to extend completion date to 5-30-55 (BMPCT-2586).

November 9 Decisions

ACTIONS ON MOTIONS

By Commissioner Frieda B. Hennock

Chief Broadcast Bureau—Granted petition for an extension of time to and including Nov. 15 within which answers may be filed to various petitions in the proceeding re applications of Triad Tv Corp., et al., for ch. 10 at Parma-Onondaga, Mich. (Dockets 11169 et al.).

By Hearing Examiner J. D. Bond

WCLE Cleveland, Tenn., Radio Cleveland—Granted petition for postponement of hearing scheduled for Nov. 15 to Feb. 14, 1955, in re application for am facilities (Docket 11205) (Action taken 11/2).

Roanoke, Va., Times-World Corp.; Radio Roanoke Inc.—Ordered that Times-World shall submit verified written statements as required by the order of July 20, and the Commission's Memorandum Opinion and Order of Oct. 15, on or before Nov. 12; proposed revisions of statements of matters for reliance shall be exchanged on or before Nov. 19, and a further hearing conference shall be held on Dec. 2, in re applications for ch. 7 (Dockets 10655-56) (Action taken 11/5).

By Hearing Examiner Basil P. Cooper

Chief Broadcast Bureau—Granted petition for an extension of time within which to file a response to petition by Mid-Florida Tv Corp., to enlarge the issues in re ch. 9 at Orlando, Fla. (Dockets 11081 et al.); ordered that oral argument on the petition to enlarge the issues be held before the examiner on Nov. 15 (Action of 11/3).

KSEY Seymour, Tex., William C. Moss—Granted petition for postponement of the date within which applicant is permitted to file field measurements and engineering exhibits, and applicant is given until Nov. 15 to file field measurements and other engineering exhibits; continued date for oral testimony, if any, from Nov. 15 to Dec. 1 (Docket 10218) (Action of 11/4).

By Hearing Examiner Herbert Sharfman

On request by Tennessee Tv Inc. Knoxville, extended from Nov. 5 to Nov. 15 the time for filing response to pending joint petition to reopen the record in re applications for ch. 10 (Dockets 10512 et al.)

By Hearing Examiner Annie Neal Huntting

Parma, Mich., Booth Radio & Tv Stations Inc.—Granted petition for leave to file an amendment to its application for tv ch. 10, to designate two different persons as station manager and program director (Dockets 11169 et al.).

Issued a second Statement concerning prehearing conferences and order in re applications of Triad Television Corp., et al., for ch. 10 at Parma-Onondaga, Mich., which shall govern the course of the proceeding to the extent indicated (Dockets 11169 et al.) (Action of 11/4).

November 9 Applications

ACCEPTED FOR FILING

License for CP

WMEN Tallahassee, Fla., WMEN Inc.—License to cover CP (BP-8190) as mod. which authorized new standard broadcast station (BL-5504).

KRTV Hillsboro, Ore., Harold C. Singleton tr/as Tualatin Valley Bcstrs.—License to cover CP (BP-9235) as mod. which authorized new standard broadcast station (BL-5505).

Renewal of License

WSWN Belle Glade, Fla., Seminole Bcstg. Co.—(BR-2212).

WVCG Coral Gables, Fla., Peninsular Bcstg. Corp.—(BR-1929).

WMFJ Daytona Beach, Fla., W. Wright Esch—(BR-846).

WARN Fort Pierce, Fla., Hurricane Bcstg. Service—(BR-2766).

WWPG Palm Beach, Fla., Palm Beach Bcstg. Corp.—(BR-1161).

WBSR Pensacola, Fla., WBSR Inc.—(BR-1325).

WCNH Quincy, Fla., Quincy Bcstg. Corp.—(BR-1902).

WJNO West Palm Beach, Fla., WJNO Inc.—(BR-887).

WSKY Asheville, N. C., Radio Asheville Inc.—(BR-1548).

WCMN Arecibo, P. R., Caribbean Bcstg. Corp.—(BR-1578).

WENA Bayamon, P. R., Bayamon Bcstg. Corp.—(BR-1878).

WMIA Caguas, P. R., Inter-American Radio Corp.—(BR-1560).

WAEL Mayaguez, P. R., Mario Acosta—(BR-1994).

WISO Ponce, P. R., South Puerto Rico Bcstg. Corp.—(BR-2866).

WIVI Christiansted, V. I., Radio American West Indies Inc.—(BR-2717).

WOIC Columbia, S. C., Frank A. Michalak—Change name to Michalak Bcstg. Co. (BR-2970).

WJHP-FM Jacksonville, Fla., The Jacksonville Journal Co.—(BRH-275).

WMBR-FM Jacksonville, Fla., The Washington Post Co.—(BRH-490).

WIOD-FM Miami, Fla., Isle of Dreams Bcstg. Corp.—(BRH-628).

WDBO-FM Orlando, Fla., Orlando Bcstg. Co.—(BRH-710).

Application Returned

WPRA Mayaguez, P. R., WPRA Inc.—Mod. of CP (BP-9266) which authorized installation of new transmitter for extension of completion date.

Modification of CP

WBRE-TV Wilkes-Barre, Pa., WBRE-TV Inc.—Mod. of CP (BPCT-134) as mod. which authorized new tv station to extend completion date (BMPCT-2593).

WRBS (FM) Bay Shore, N. Y., Great South Bay Bcstg. Co.—Mod. of CP (BPH-1873) as mod. which authorized new fm station for extension of completion date (BMPH-4958).

November 10 Decisions

AM AND TV BROADCAST ACTIONS

The Commission en banc, by Commissioners McConnaughey (Chairman), Webster, Bartley and Lee, took the following actions on Nov. 10:

Renewal of License

The following stations were granted renewal of licenses for the regular period:

WLOE-AM-FM, Leaksville, N. C.; WGTN Georgetown, S. C.; WGWR Asheboro, N. C.;

PROSPECTIVE TV BROADCASTERS
$$ SAVE THOUSANDS $$ ON NEW EQUIPMENT
* TRANSMITTER (RCA TT-5A)
* TOWER (558' SELF-SUPPORTING)
* LINE & LIGHTING EQUIPMENT
*All in Orginal Packing and Ready for Immediate Shipment
WIRE, Indianapolis, Ind.

WHIO-TV
4
Television
4

Eyes and Ears of a GOOD CITIZEN

You don't *declare* yourself a good citizen. That distinction is something you earn—through faithful service to your community's needs and aspirations.

Ask our fellow citizens in Dayton! WHIO-TV has become the recognized forum for Dayton's civic efforts. Dayton turns first to WHIO-TV for programs in the public interest—just as Dayton's civic leaders come to us first for airtime in support of their most important causes.

This identification with civic causes has won WHIO-TV a unique place in the hearts of a great community. It has established, throughout our broadcast period, a listening preference and an audience loyalty which we make every effort to continue to deserve. WHIO-TV is represented nationally by the George P. Hollingbery Co.

WHIO-TV

is currently supporting these worthy organizations

- Air National Guard
- Armed Forces enlistment
- U. S. Savings Bonds
- Red Cross
- Civil Defense
- Community Chest
- Social Security
- Montgomery Co. Ministerial Ass'n.
- Dayton Council on World Affairs
- U. S. Air Force
- Goodwill Industries
- Veteran's Administration
- Kenny Roberts' Safety Rangers
- Fire Prevention
- State Highway Department
- Blood Drive
- Navy Drive
- Cancer Drive
- Cerebral Palsy Campaign
- Save-A-Life Campaign
- YMCA
- YWCA
- Dayton Division of Health
- Boy Scouts
- Public School Activities
- Marine Enlistment

WHIO-TV also schedules regular public service features such as the weather and market reports; and scheduled public services included regularly in participating programs throughout the day.

whio-tv

CBS • DUMONT

Channel 7 DAYTON, OHI

ONE OF AMERICA'S GREAT AREA STATIO

WHIP M
WHSC
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WFBC-F
Mount,
WHPE-F
N. C.; V
N. C.; V
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Gastonia
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WMRB
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WHIP Morrisville, N. C.; WHIT New Bern, N. C.; WHSC Hartsville, S. C.; WIAM Williamstown, N. C.; WIFM Elkin, N. C.; WIRC Hickory, N. C.; WIS-AM-FM Columbia, S. C.; WEED-FM Rocky Mount, N. C.; WESC-FM Greenville, S. C.; WFBC-FM Greenville, S. C.; WFMA (FM) Rocky Mount, N. C.; WGNC-AM-FM Gastonia, N. C.; WHPE-FM High Point, N. C.; WISE Asheville, N. C.; WJAY Mullins, S. C.; WKBC Wilkesboro, N. C.; WLCM Lancaster, S. C.; WLOS-AM-FM Asheville, N. C.; WLSE Wallace, N. C.; WLTC Gastonia, N. C.; WMFR-AM-FM High Point, N. C.; WMIT (FM) Clingman's Peak, N. C.; WMRB Greenville, S. C.; WMPM Smithfield, N. C.; WMUU Greenville, S. C.; WNOK Columbia, S. C.; WOHS-AM-FM Shelby, N. C.; WPET Greensboro, N. C.; WPNF Brevard, N. C.; WPTF-AM-FM Raleigh, N. C.; WREV-AM-FM Reidsville, N. C.; WSNW-AM-FM Seneca, S. C.; WSOC Charlotte, N. C.; WSPA-AM-FM Spartanburg, S. C.; WSTP Salisbury, N. C.; WUNC-FM Chapel Hill, N. C.; WHPE High Point, N. C.; WKDK Newberry, S. C.; WMNC Morganton, N. C.; WPAL Charleston, S. C.

The following commercial and auxiliary tv stations were granted renewal of licenses for the regular period:

KABC-TV Los Angeles; KGO-TV San Francsico; KFMB-TV San Diego; KHJ-TV Los Angeles; KRON-TV San Francisco; KRCA-TV Los Angeles; WFMY-TV Greensboro, N. C.; WHBF-TV Rock Island, Ill.; WGN-TV Chicago; WNBQ-TV Chicago; KPIX-TV San Francisco; CBS Hollywood, Calif.; The Copley Press Inc., Los Angeles; The Journal Co. (The Milwaukee Journal), Milwaukee, Wis.

ACTIONS ON MOTIONS

By Commissioner Frieda B. Hennock

Chief Broadcast Bureau—Granted petition for an extension of time to and including Nov. 24 within which to file exceptions to the Initial Decision in re applications of Evansville Tv Inc. et al., for ch. 7 in Evansville, Ind. (Dockets 10462 et al.).

Port Arthur, Tex., Port Arthur College—Granted petition for an extension of time to and including Nov. 12, within which to file a reply to petition of Smith Radio Co. for clarification of issues in proceeding re tv ch. 4 (Dockets 10285, 10352).

By Hearing Examiner James D. Cunningham

WWBZ Vineland, N. J., Community Bcstg. Service Inc.—Granted petition for extension of time to Dec. 16 within which the parties will file proposed findings and brief in re application for renewal of license (Docket 10133).

By Hearing Examiner Hugh B. Hutchison

Milan, Tenn., West Tennessee Bcstg. Co.—Granted petition to amend its application for am facilities (Docket 11103), in order to change location of proposed antenna site, and application as amended was removed from hearing docket.

By Hearing Examiner Annie Neal Huntting

Port Arthur, Tex., Port Arthur College—Granted petition for an extension of time to Nov. 12, in which to file its reply to petition of Smith Radio Co. for admissions and depositions in proceeding re ch. 4 (Dockets 10285, 10352).

TELESTATUS

November 15, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
► **WABT (13) NBC, ABC, DuM; Blair; 293,120**
► **WBRC-TV (6) CBS; Katz; 286,830**
WJLN-TV (48) 12/10/52-Unknown
WEDB (*10) 10/13/54-Unknown

Decatur†—
► **WMSL-TV (23) NBC; Walker; 17,800**

Dothan†—
WTVY (9) 7/2/54-12/25/54

Mobile†—
► **WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 86,000**
WKAB-TV (48) See footnote (d)
The Mobile Tv Corp. (5) Initial Decision 2/12/54

Montgomery—
► **WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 39,200**
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-12/6/54

Munford†—
WEDM (*7) 6/2/54-Unknown

Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
► **KVAR (12) NBC, DuM; Raymer; 99,814**

Phoenix—
► **KOOL-TV (10) ABC; Hollingbery; 105,570**
► **KPHO-TV (5) CBS, DuM; Katz; 99,814**
KTVK (3) 6/10/54-Unknown

Tucson—
► **KOPO-TV (13) CBS, DuM; Hollingbery; 32,240**
► KVOA-TV (4) ABC, NBC; Raymer; 34,866

Yuma†—
► KIVA (11) NBC, DuM; Grant; 24,421

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown

Fort Smith†—
► **KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500**
KNAC-TV (5) Rambeau; 6/3/54-1/1/55

Hot Springs†—
KTVR (9) 1/20/54-Unknown

Little Rock—
► **KARK-TV (4) NBC, DuM; Petry; 77,233**
KETV (23) 10/30/53-Unknown
Arkansas Tv Co. (11) 11/4/54-Unknown
► **KATV (7) (See Pine Bluff)**

Pine Bluff†—
► **KATV (7) ABC, CBS; Avery-Knodel; 77,233**

Texarkana—
► **KCMC-TV (6) See Texarkana, Tex.**

CALIFORNIA

Bakersfield—
► **KBAK-TV (29) ABC, DuM; Forjoe; 82,000**
► **KERO-TV (10) CBS, NBC; Avery-Knodel; 128,595**

Berkeley (San Francisco)—
► **KQED (*9)**

Chico—
► **KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 48,962**

Corona†—
KCOA (52), 9/16/53-Unknown

Total stations on air in U. S. and possessions: 413; total cities with stations on air: 275. Both **totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets** that are operating. Total sets in use 33,765,513.

*** Indicates educational stations.**

† Cities NOT interconnected to receive network service.

(a) Figure does not include 353,013 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

(d) The following stations have suspended regular operations, but have not turned in CP's; WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KTHE (TV) Los Angeles; WPFA (TV) Pensacola, Fla.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; WFPG-TV Atlantic City, N. J.; WTVE (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; WLBR-TV Lebanon, Pa.; WKJF-TV Pittsburgh, Pa.; KETX (TV) Tyler, Tex.; WTOV-TV Norfolk, Va.

(e) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION
MARKET
Southwest
with
MAXIMUM
POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and
FORT WORTH
More than a Million
urban population in the
50-mile area
More than TWO MILLION
in the 100-mile area . . .
NOW
406,804
TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE
AREA
EXCLUSIVE CBS
TELEVISION OUTLET FOR
DALLAS-FORT WORTH
AREAS
This is why
KRLD-TV
is your best buy
Channel 4 Represented by
The BRANHAM Company

El Centro†—
KPIC-TV (16) 2/10/54-Unknown
Eureka†—
► KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 17,500

Fresno—
KBID-TV Fresno (53). See footnote (d)
► KJEO (47) ABC, CBS; Branham; 142,796
► KMJ-TV (24) NBC; Raymer; 119,500
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54

Los Angeles—
► KABC-TV (7) ABC; Petry; 1,929,254
KBIC-TV (22) 2/10/52-Unknown
► KCOP (13) Katz; 1,929,254
► KHJ-TV (9) DuM; H-R; 1,929,254
► KNXT (2) CBS; CBS Spot Sls.; 1,929,254
► KRCA (4) NBC; NBC Spot Sls.; 1,929,254
KTHE (*28). See footnote (d)
► KTLA (5) Raymer; 1,929,254
► KTTV (11) Blair; 1,929,254

Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
► KMBY-TV (8) ABC, CBS, NBC. DuM; Hollingbery; 492.371
Sacramento—

KBIE-TV (46) 6/26/53-Unknown
► KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
KBET-TV (10) 9/29/54-Feb. '55

Salinas†—
► KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
► KFMB-TV (8) ABC, CBS; Petry; 245,167
► KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown

San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 1,016,110
► KPIX (5) CBS; Katz; 1,016,110
► KRON-TV (4) NBC; Free & Peters; 1,016,110
► KSAN-TV (32) McGillvra; 125,000

San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
► KVEC-TV (6) DuM; Grant; 75,169

Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692
Stockton†—
► KOVR (13) DuM; Blair
► KTVU (36) NBC; Hollingbery; 112,000
Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 150,000
Visalia†—
KAKI (43) 10/6/54-Unknown

COLORADO

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 52,223
► KRDO-TV (13) NBC; McGillvra; 32,000
Denver—
► KBTV (9) ABC; Free & Peters; 237,198
► KFEL-TV (2) DuM; Blair; 237,198
► KLZ-TV (7) CBS; Katz; 237,198
► KOA-TV (4) NBC; Petry; 237,198
KRMA-TV (*6) 7/1/53-1954
Grand Junction†—
► KFXJ-TV (5) NBC, ABC, DuM; Holman; 5,000
Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 48,587

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
► WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
WCHF (*24) 1/29/53-Unknown
► WGTH-TV (18) ABC, DuM; H-R; 203,670
New Britain—
► WKNB-TV (30) CBS; Bolling; 219,422
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
► WATR-TV (53) ABC; Stuart; 156,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

DELAWARE

Dover†—
WHRN (40) 3/11/53-Unknown
Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 223,029
WILM-TV (83) 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 600,000
WOOK-TV (50) 2/24/54-Unknown
► WRC-TV (4) NBC; NBC Spot Sls.; 643,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 646,900
► WTTG (5) DuM; Blair; 619,000
Washington Metropolitan Tv Corp. (20) 10/21/54-Unknown

FLORIDA

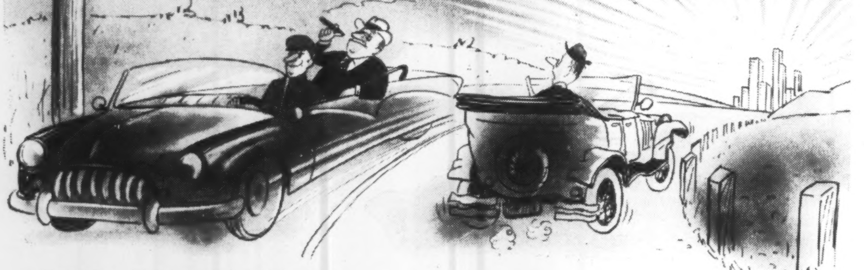
Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling; 121,000 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC; Weed; 8,789
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-1/1/55
Miami—
WMFL (33) 12/9/53-Unknown
WMIE-TV (27) Stars National; 12/2/53-1/1/55
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS, NBC, DuM; Free & Peters; 278,300
► WITV (17) See Fort Lauderdale
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 60.000
Panama City†—
► WJDM (7) ABC, NBC, DuM; Hollingbery; 19,500
Pensacola†—
► WEAR-TV (3) ABC, DuM; Hollingbery; 79,000
WPFA (15) See footnote (d)
St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 115,000
Tampa†—
WFLA-TV (8) Blair; 8/4/54-Jan. '55
WTVT (13) Avery-Knodel; 9/2/54-1/15/54
West Palm Beach—
WEAT-TV (12) ABC; Walker; 2/18/54-1/1/55
► WIRK-TV (21) ABC; Weed; 39,324
► WJNO-TV (5) ABC, CBS, NBC, DuM; Meeker; 222,500

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 456,190
► WLWA (11) ABC; Crosley Sls.; 330,000
WQXI-TV (36) 11/19/53-Early Dec. (granted STA Oct. 26)
► WSB-TV (2) NBC; Petry; 475,221
Augusta—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 121,200
► WRDW-TV (12) CBS; Headley-Reed; 106,066
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 68,347
► WRBL-TV (4) CBS; Hollingbery; 85,592
Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 81,588
► WNEX-TV (47) ABC, NBC; Branham; 22,000
Rome†—
► WROM-TV (9) Weed; 135,290
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 54,127
WSAV Inc. (3) Initial Decision 3/31/54
Thomasville†—
WCTV (6) Stars National; 12/23/53-1/1/55

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 36,500
► KIDO-TV (7) ABC, NBC, DuM; Blair; 35,800
Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 30,200
Pocatello†—
KWIK-TV (6) ABC; Hollingbery; 3/26/53-Unknown
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Early '55



COME TO MACON to cash in on the steadily growing Middle Georgia market

*INDUSTRY'S BOOMING HERE. Top companies like Durkee, Armstrong, Ralston have opened new plants in middle Georgia in past five years.

*NEW CATTLE COUNTRY. Cattle now a giant source of income for Middle Georgia farmers.

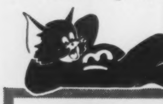
*POPULATION HAS DOUBLED. Census figures show metropolitan Macon has double population since 1940. Middle Georgia attracts more people—because it gives them more purchasing power!

— AND ONLY WMAZ-TV GETS IT ALL!

- serves nearly ¾ million people in area never fully penetrated by TV.
- beams the only *good* signal received by 80% of the people, accounting for 81% of the retail sales!
- now on full authorized power — selling a market greater than ever before!

WMAZ-TV DOMINATES THE MACON AREA AUDIENCE MORNING, NOON & NIGHT!
Telepulse** proves it!
Share of Audience
Sign-on to noon . . . 45% Noon to 6 P.M. . . . 68%
6 P.M. to Midnight . . . 57%
All the top 15 once-a-week shows . . .
All the top 10 multi-weekly shows . . .
are on WMAZ-TV
**Telepulse, Macon Area Report, Feb.-Mar. 1954

Write for free brochure on Macon market and WMAZ-TV specifications, rates, etc.



WMAZ-tv
MACON, GEORGIA · CHANNEL 13
CBS, DUMONT & ABC NETWORKS

Ask your AVERY-KNODEL *man*

ILLINOIS

Belleville (St. Louis, Mo.)—
►WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 290,900
Bloomington†—
►WBLN (15) McGillvra; 113,242
Champaign—
►WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown
Chicago—
►WBBM-TV (2) CBS; CBS Spot Sls.; 1,871,800
►WBKB (7) ABC; Blair; 1,696,519
►WGN-TV (9) DuM; Hollingbery; 2,050,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
►WNBQ (5) NBC; NBC Spot Sls.; 2,043,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Fall '54
Danville—
►WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
►WTVP (17) ABC, DuM; Bolling; 140,000
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
►WSIL-TV (22) ABC; Walker; 20,000
Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown
Peoria—
►WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 202,600
►WTVH-TV (19) ABC, CBS, DuM; Petry; 130,000
Quincy† (Hannibal, Mo.)—
►WGEM-TV (10) ABC, NBC; Avery-Knodel; 124,500
►KHQA-TV (7) See Hannibal, Mo.
Rockford—
►WREX-TV (13) ABC, CBS; H-R; 219,257
►WTVO (39) NBC, DuM; Weed; 94,000
Rock Island (Davenport, Moline)—
►WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 268,947
Springfield—
►WICS (20) ABC, NBC, DuM; Young; 85,000

INDIANA

Bloomington—
►WTTV (4) ABC, NBC, DuM; Meeker, 567,982 (also Indianapolis)
Elkhart†—
►WSJV (52) ABC, NBC, DuM; H-R; 204,103
Evansville†—
►WFIE (62) ABC, NBC, DuM; Venard; 73,207
►WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54
Fort Wayne—
►WKJG-TV (33) ABC, NBC, DuM; Raymer; 112,186
►WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown
Indianapolis—
►WFBM-TV (6) CBS; Katz; 662,000
►WISH-TV (8) ABC, CBS, NBC, DuM; Bolling; 663,000
►WTTV (4) See Bloomington
LaFayette†—
►WFAM-TV (59) ABC, CBS, NBC, DuM; Rambeau; 61,200
Muncie—
►WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 84,700
Notre Dame (South Bend)†—
WNDU-TV (46) NBC; 8/12/54-Unknown
Princeton†—
WRAY-TV (52) See footnote (d)
South Bend—
►WSBT-TV (34) CBS, DuM; Raymer; 201,364
Terre Haute—
►WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,267
Waterloo† (Fort Wayne)—
►WINT (15) ABC, CBS; H-R; 94,500

IOWA

Ames—
►WOI-TV (5) ABC, CBS, DuM; Weed; 247,590
Cedar Rapids—
►KCRG-TV (9) ABC, DuM; Venard; 116,333
►WMT-TV (2) CBS; Katz; 245,120
Davenport (Moline, Rock Island)—
►WOC-TV (6) NBC; Free & Peters; 264,811
Des Moines—
►KGTV (17) ABC; Hollingbery; 76,500
►WHO-TV (13) NBC; Free & Peters; 286,000
Cowles Broadcasting Co. (8) Initial Decision 8/26/54
Fort Dodge†—
►KQTV (21) ABC; Pearson; 42,100
Mason City—
►KGLO-TV (3) CBS, DuM; Weed; 107,532
Sioux City—
KCTV (36) 10/30/52-Unknown
►KTIV (4) NBC; Hollingbery
►KVTV (9) ABC, CBS, DuM; Katz; 120,123
Waterloo—
►KWWL-TV (7) NBC, DuM; Headley-Reed; 127,635

KANSAS

Great Bend†—
KCKT (2) Bolling; 3/3/54-11/21/54
Hutchinson—
►KTVH (12) CBS, DuM; H-R; 151,726
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
►KOAM-TV (7) ABC, NBC, DuM; Katz; 67,521
Topeka—
KTKA (42) 11/5/53-Unknown
►WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 376,311
Wichita—
►KAKE-TV (10) ABC; Hollingbery
►KEDD (16) NBC; Petry; 124,311
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
►WEHT (50) CBS; Meeker; 59,353
Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) Forjoe; 4/13/54-12/1/54
Louisville—
►WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 404,538
►WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-early '55
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
►KALB-TV (5) Weed
Baton Rouge—
►WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 75,000
WBRZ (2) Hollingbery; 1/28/54-1/1/55
Lafayette†—
KLFY-TV (10) Rambeau; 9/16/53-Unknown
KVOL-TV (10) 9/16/53-Unknown
Lake Charles—
►KPLC-TV (7) Weed
►KTAG (25) CBS, ABC, DuM; Young; 25,000
Monroe—
KFAZ (43) See footnote (d)
►KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 171,000
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Unknown
►WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
►WJMR-TV (61) ABC, CBS, DuM; McGillvra; 108,992
Shreveport—
►KSLA (12) ABC, CBS, NBC, DuM; Raymer; 65,100
Shreveport Tv Co. (12) Initial Decision 6/7/54 See footnote (e)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor—
►WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 79,640
►WTWO (2) Venard
Lewiston—
►WLAM-TV (17) DuM; Everett-McKinney; 21,707
Poland Spring—
►WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 241,911
Portland—
►WCSH-TV (6) NBC; Weed; 130,988
►WGAN-TV (13) ABC, CBS; Avery-Knodel
►WPMT (53) DuM; Everett-McKinney; 46,300

MARYLAND

Baltimore—
►WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 568,020
►WBAL-TV (11) NBC; Petry; 568,020
WITH-TV (72) Forjoe; 12/18/52-Unknown
►WMAR-TV (2) CBS; Katz; 568,020
WTLF (18) 12/9/53-Unknown
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
►WBOC-TV (16) ABC, DuM; Burn-Smith; 40,760

MASSACHUSETTS

Adams (Pittsfield)—
►WMGT (74) DuM; Walker; 135,541
Boston—
►WBZ-TV (4) NBC; Free & Peters; 1,223,801
WGBH-TV (*2) 7/16/53-Fall '54
WJDW (44) 8/12/53-Unknown
►WNAC-TV (7) ABC, CBS, DuM; H-R; 1,223,801
Brockton†—
WHEF-TV (62) 7/30/53-Fall '54
Cambridge (Boston)—
►WTAO-TV (56) DuM; Everett-McKinney; 178,000
Springfield—
►WHYN-TV (55) CBS, DuM; Branham; 148,000
►WWLP (61) ABC, NBC; Hollingbery; 148,000
Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
►WWOR-TV (14) ABC, DuM; Raymer; 65,543

MICHIGAN

Ann Arbor—
►WPAG-TV (20) DuM; Everett-McKinney; 22,400
WUOM-TV (*26) 11/4/53-Unknown

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Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown
Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 289,793
Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 62,410
Detroit—
WCIO-TV (62) 11/19/53-Unknown
► WJBK-TV (2) CBS; Katz; 1,468,400
WTVS (*56) 7/14/54-Late '54
► WWJ-TV (4) NBC; Hollingbery; 1,286,822
► WXYZ-TV (7) ABC; Blair; 1,308,200
WJLB-TV (50) 9/8/54-Unknown
► CKLW-TV (9) See Windsor, Ont.
East Lansing†—
► WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
Grand Rapids—
► WOOD-TV (8) ABC, NBC, DuM; Katz; 455,596
WMCN (23) 9/2/54-Unknown
Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 514,400
Lansing—
► WTOM-TV (54) ABC, DuM; Everett-McKinney; 55,000
► WJIM-TV (6) ABC, CBS, NBC; Petry; 407,256
Marquette†—
WAGE-TV (6) 4/7/54-Unknown
Muskegon†—
WTVM (35) 12/23/52-Unknown
Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000
WSBM-TV (51) 10/29/53-Dec. '55
Traverse City†—
► WPBN-TV (7) NBC; Holman

MINNESOTA

Austin—
► KMMT (6) ABC; Pearson; 95,951
Duluth (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 69,250
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (d)
Hibbing†—
KHTV (10) 1/13/54-Unknown

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Minneapolis (St. Paul)—
KEYD-TV (9) DuM; H-R; 6/10/54-1/9/55
► WCCO-TV (4) CBS; Free & Peters; 533,000
► WTCN-TV (11) ABC; Blair; 533,000
Rochester—
► KROC-TV (10) NBC; Meeker; 85,000
St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 511,000
► WMIN-TV (11) ABC, DuM; Blair; 533,000

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54
Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55
Jackson—
► WJTV (25) CBS, DuM; Katz; 59,305
► WLBT (3) NBC; Hollingbery; 98,472
► WSLI-TV (12) ABC; Weed; 96,000
Meridian†—
WCOC-TV (30) See footnote (d)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
► KFVS-TV (12) CBS
Clayton†—
KFUO-TV (30) 2/5/53-Unknown
Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 53,048.
Festus†—
KACY (14) See footnote (d)
Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 128,716
► WGEM-TV (10) See Quincy, Ill.
Jefferson City†—
KRCG (13) 6/10/54-Unknown
Joplin—
► KSWM-TV (12) CBS; Venard; 66,700
Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 426,783
► KMBC-TV (9) CBS; Free & Peters; 426,783
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 426,783
Kirksville†—
KTVO (3) 12/16/53-Unknown
St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 111,780
St. Louis—
► KETC (*9)
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 661,986
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.
Sedalia†—
► KDRO-TV (6) Forjoe; 59,000
Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 49,456
► KYTV (3) ABC, NBC; Hollingbery; 58,670

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 17,000
Butte†—
KOPR-TV (4) See footnote (d)
► KXLF-TV (6). No estimate given.
Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Headley-Reed; 17,500
Missoula†—
► KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 14,000

NEBRASKA

Holdrege (Kearney)—
► KHOL-TV (13) ABC, CBS, DuM; Meeker; 41,692
Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 107,204
► KUON-TV (*12)
Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) NBC, DuM; Blair; 283,150
Scottsbluff†—
KSTF (10) 8/18/54-Unknown

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-12/1/54
Las Vegas—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 16,728
Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 16,500

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown
Manchester—
► WMUR-TV (9) ABC, DuM; Weed; 271,275
Mt. Washington†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 10,500
Atlantic City—
WFPG-TV (46) See footnote (d)
WOCN (52) 1/8/53-Unknown
Camden†—
WKDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Petry; 4,150,000
New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque—
► KOAT-TV (7) ABC, DuM; Hollingbery; 50,000
► KOB-TV (4) NBC; Branham; 49,289
► KGGM-TV (13) CBS; Weed; 49,289
Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 24,642

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, DuM; Bolling; 125,000
► WTRI (35) CBS; Blair; 114,000
WTVZ (*17) 7/24/52-Unknown
Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 301,890
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown
Bloomingdale† (Lake Placid)—
WIRI (5) Young; 12/2/53-Feb. '55
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 422,590. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 165,000
► WGR-TV (2) ABC, NBC, DuM; Headley-Reed; 425,567
WTVF (*23) 7/24/52-Unknown
Carthage (Watertown)—
► WCNY-TV (7) ABC, CBS; Weed
Elmira—
WTVE (24) See footnote (d)
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
WIET (*14) 1/8/53-Unknown
Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 17,000
New York—
► WABC-TV (7) ABC; Weed; 4,180,000
► WABD (5) DuM; Avery-Knodel; 4,180,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,180,000
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR; WOR-TV Sls.; 4,180,000
► WPIX (11) Free & Peters; 4,180,000
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,180,000
► WATV (13) See Newark, N. J.
Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 255,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 255,000
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 255,000
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 386,700
Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 349,530
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Headley-Reed; 341,000
Utica—
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 151,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) CBS, NBC; Bolling; 31,500
► WLOS-TV (13) ABC, DuM; Venard; 204,907
Chapel Hill†—
WUNC-TV (*4) 9/30/53-Late '54
Charlotte—
► WAYS-TV (36) ABC, NBC; Bolling; 56,338
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 430,276

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Durham—
► WTVD (11) ABC, NBC; Headley-Reed; 185,690
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Unknown
Greensboro—
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 242,750
Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 80,800
Raleigh—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 112,600
Washington†—
North Carolina Tv Inc. (7) 10/27/54-Unknown
Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 36,660
WTHT (3) 2/17/54-Unknown
Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 239,209
► WTOB-TV (26) ABC, DuM; H-R; 73,400

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) ABC, CBS, NBC, DuM; Blair; 16,915
Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 65,000
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 26,000
Valley City†—
► KXJB-TV (4) CBS; Weed; 50,000

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 174,066
Ashtabula†—
► WICA-TV (15) 25,000
Cincinnati—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 687,514
► WKRC-TV (12) CBS; Katz; 662,236
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-early '55
Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,057,110
WHK-TV (19) 11/25/53-Unknown
► WNBK (3) NBC; NBC Spot Sls.; 1,045,000
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) DuM; Katz; 381,451
Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
► WLWD (2) ABC, NBC; WLW Sls; 320,000
Elyria†—
WEOL-TV (31) 2/11/54-Fall '54
Lima—
WIMA-TV (35) Weed; 1/24/52-Unknown
► WLOK-TV (73) CBS, NBC; H-R; 63,557
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville (Wheeling, W. Va.)—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 297,060
WTOH-TV (79) 10/20/54-Unknown
Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 138,218
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 144,872
Zanesville—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000

OKLAHOMA

Ada—
► KTEN (10) ABC; Venard; 180,000
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
► KGEO-TV (5) ABC; Pearson; 118,000
Lawton†—
► KSWO-TV (7) DuM; Pearson; 54,540
Miami†—
KMIV (58) 4/22/53-Unknown
Muskogee†—
► KTVX (8) ABC, CBS, NBC, DuM; Avery-Knodel; 245,000
Oklahoma City—
KETA (*13) 12/2/53-Unknown
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC; H-R; 167,381
► KWTV (9) CBS, DuM; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 289,503
Tulsa—
► KCEB (23) NBC, DuM; Bolling; 123,614
► KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
KVOO-TV (2) Blair; 7/8/54-12/5/54 (granted STA Sept. 10)
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 30,000
Klamath Falls†—
KFJI Broadcasters Inc. (2) Initial Decision 11/8/54
Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair; 23,650
Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-1/1/55
► KOIN-TV (6) ABC, CBS; CBS Spots Sls.; 240,964
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 190,770
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) 7/16/53-Nov. '54
WQCY (39) Weed; 8/12/53-Unknown
Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 447,128
Bethlehem—
► WLEV-TV (51) NBC; Meeker; 84,591
Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 84,915
Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
WLEU-TV (66) 12/31/53—Unknown
► WSEE (35) CBS, DuM; Avery-Knodel; 45,055
Harrisburg—
► WCMB-TV (27) Cooke
► WHP-TV (55) CBS; Bolling; 166,423
► WTPA (71) ABC, NBC; Headley-Reed; 166,423
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
► WARD-TV (56) ABC, CBS, DuM; Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 787,402
Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 602,350
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon†—
WLBR-TV (15) See footnote (d)
New Castle—
► WKST-TV (45) ABC, DuM; Everett-McKinney; 146,367
Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,854,637
► WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23) 10/21/53-Unknown
► WPTZ (3) NBC; Free & Peters; 1,820,000
Pittsburgh—
► WDTV (2) CBS, NBC, DuM; DuM Spot Sls.; 1,134,110
► WENS (16) ABC, CBS, NBC; Petry; 356,354
WKJF-TV (53) See footnote (d)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
► WEEU-TV (33) ABC, NBC; Headley Reed; 95,000
► WHUM-TV (61) CBS; H-R; 219,870
Scranton—
► WARM-TV (16) ABC; Hollingbery; 168,500
► WGBI-TV (22) CBS; Blair; 175,000
► WTVU (73) Everett-McKinney; 150,424
Sharon†—
WSHA (39) 1/27/54-Unknown
Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 184,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 189,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Jan. '55
York—
► WNOW-TV (49) DuM; Forjoe; 87,400
► WSBA-TV (43) ABC; Young; 88,000

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, NBC, DuM; Weed; 1,143,201
► WNET (16) ABC, CBS, DuM; Raymer; 72,000
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA 9/23/53)

SOUTH CAROLINA

Anderson (Greenville)—
► WAIM-TV (40) CBS; Headley-Reed; 70,876
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 126,603
► WUSN-TV (2) NBC, DuM; H-R
Columbia—
► WCOS-TV (25) ABC, DuM; Headley-Reed; 65,070
► WIS-TV (10) ABC, NBC, DuM; Free & Peters; 127,526
► WNOK-TV (67) CBS, DuM; Raymer; 60,173
Florence†—
► WBTW (8) ABC, CBS; CBS Spot Sls.
Greenville—
► WFBC-TV (4) NBC; Weed; 301,892
► WGVL (23) ABC, DuM; H-R; 75,300
► WAIM-TV (40) See Anderson
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Early '55

SOUTH DAKOTA

Sioux Falls—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 105,897

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 103,021
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-11/30/54
Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 129,360
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 91,060
► WTSK-TV (26) ABC, CBS, DuM; Pearson; 80,050
Memphis—
► WHBQ-TV (13) CBS; Blair; 297,746
► WMCT (5) ABC, NBC, DuM; Branham; 297,746
WREC Broadcasting Service (3) Initial Decision 8/27/54
Nashville—
► WSIX-TV (8) ABC, CBS; Hollingbery; 194,682
► WSM-TV (4) NBC, DuM; Petry; 201,453
Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz; 207,158

TEXAS

Abilene†—
► KRBC-TV (9) ABC, CBS, NBC, DuM; Pearson; 37,194
Amarillo—
► KFDA-TV 10) ABC, CBS; Branham; 59,075
► KGNC-TV (4) NBC, DuM; Katz; 59,075
KLYN-TV (7) 12/11/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

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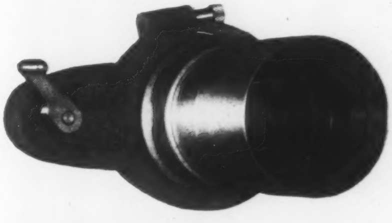

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PRESIDENT AND GEN. MGR., W. D. "DUB" ROGERS
GEORGE COLLIE, NAT'L. SALES MGR.

Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 88,965
Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 33,580
Beaumont Bcstg. Corp. (6) CBS; 8/4/54-Dec. '54
Big Spring†—
KBST-TV (4) 7/22/54-Unknown
Corpus Christi†—
► KVDO-TV (22) NBC; Young; 25,300
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 406,804
► WFAA-TV (8) ABC, NBC, DuM; Petry; 406,804
El Paso—
KOKE (13) Forjoe; 3/18/54-Unknown
► KROD-TV (4) ABC, CBS, DuM; Branham; 59,106
► KTSM-TV (9) NBC; Hollingbery; 55,270
Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 408,000
KFJZ-TV (11) 9/17/54-Unknown
Galveston—
► KGUL-TV (11) CBS, DuM; CBS Spot Sls.; 325,000
Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; H-R; 44,626
Houston—
► KPRC-TV (2) NBC; Petry; 370,000
KTRK-TV (13) ABC; Blair; 2/23/54-Dec. '54
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown
Longview†—
► KTVE (32) Forjoe; 24,171
Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; 63,843
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 65,000
KFYO-TV (5) Katz; 5/7/53-Unknown
Midland—
► KMID-TV (2) ABC, CBS, NBC; Venard; 38,500
San Angelo—
► KTXL-TV (8) CBS; Melville; 38,598
San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-11/1/54
► KGBS-TV (5) ABC, CBS, DuM; Katz; 211,323
► WOAI-TV (4) NBC; Petry; 215,328
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► KCEN-TV (6) NBC; Hollingbery; 89,349
Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 86,110
Tyler†—
KETX (19) See footnote (d)
► KLTV (7) ABC, NBC; Pearson
Victoria†—
KNAL (19) Best; 3/26/53-Unknown
Waco†—
► KANG-TV (34) ABC, DuM; Pearson; 48,960
KWTX Bcstg. Co. (10) Initial Decision 9/30/54
Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 44,626
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 76,100
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
► KSL-TV (5) CBS, DuM; CBS Spot Sls.; 166,800
► KTVT (4) NBC; Blair; 166,800
► KUTV (2) ABC; Hollingbery

VERMONT

Montpelier†—
► WMVT (3) ABC, CBS, NBC, DuM; Weed; 85,000

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Gill-Perna; 21,545
Hampton (Norfolk)—
► WVEC-TV (15) NBC; Avery-Knodel; 110,000
Harrisonburg—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 89,837
Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 120,000
Newport News—
► WACH-TV (33) Walker
Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 339,190
WTOV-TV (27) See footnote (d)
► WVEC-TV (15) See Hampton
Petersburg†—
WPRG (8) 9/29/54-Unknown
Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 470,108
Roanoke—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 276,345

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 127,653
Pasco†—
Cascade Bcstg. Co. (19) 11/3/54—Unknown
Seattle (Tacoma)—
► KING-TV (5) ABC; Blair; 378,300
► KOMO-TV (4) NBC; Hollingbery; 378,300
KCTS (*9) 12/23/53- Dec. '54
KCTL (20) 4/7/54-Unknown
Spokane—
► KHQ-TV (6) ABC, NBC; Katz; 82,743
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 91,51
► KREM-TV (2) Petry
Tacoma (Seattle)—
► KTVW (13) Branham; 378,300
► KTNT-TV (11) CBS, DuM; Weed; 378,300
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed 30,789

WEST VIRGINIA

Bluefield†—
WHIS-TV (6) Katz; 10/29/54-Unknown
Charleston—
► WCHS-TV (8) CBS, DuM; Branham
► WKNA-TV (49) ABC; Weed; 47,320
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-1/1/55
Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 35,200
Huntington—
► WSAZ-TV (3) NBC; Katz; 448,382
WHTN-TV (13) 9/2/54-Unknown
Oak Hill (Beckley)†—
WOAY-TV (4) ABC; Weed; 6/2/54-11/15/54
Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 30,000
Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 281,811
► WSTV-TV (9) See Steubenville, Ohio

WISCONSIN

Eau Claire—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 71,000
Green Bay—
► WBAY-TV (2) ABC, CBS, DuM; Weed; 210,000
WFRV-TV (5) 3/10/54-Unknown
► WMBV-TV (11) See Marinette
La Crosse†—
► WKBT (8) CBS, NBC, DuM; Raymer; 37,500
WTLB (38) 12/16/53-Unknown
Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 65,000
► WMTV (33) ABC, NBC, DuM; Bolling; 60,000
Badger Television Co. (3) Initial Decision 7/31/54
Marinette† (Green Bay)—
► WMBV-TV (11) ABC, NBC; Venard; 175,000
Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 408,900
► WOKY-TV (19) DuM; Bolling; 351,150
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 708,115
► WTVW (12) ABC, DuM; Petry
Neenah—
► WNAM-TV (42) ABC; George Clark
Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 70,000
► KDAL-TV (3). See Duluth, Minn.
Wausau—
► WSAU-TV (7) CBS; Meeker

WYOMING

Cheyenne†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 12,000
► KTVA (11) NBC, DuM; Feltis; 10,000
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 60,000
► KONA (11) NBC; NBC Spot Sls; 60,000
► KULA-TV (4) ABC, DuM; Young; 62,000

PUERTO RICO

San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
► WKAQ-TV (2) CBS; Inter-American; 41,000

CANADA

Calgary, Alt.—
► CHCT-TV (2) CBC; All-Canada, Weed
Edmonton, Alt.—
► CFRN-TV (3)
Hamilton, Ont.—
► CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 96,500

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Kitchener, Ont.—
▶CKCO-TV (13) CBC, ABC, CBS, NBC, DuM; Hardy, Weed; 51,533

London, Ont.—
▶CFPL-TV (10) CBC, CBS, NBC; All-Canada, Weed; 80,627

Montreal, Que.—
▶CBFT (2) CBC French; CBC; 221,216
▶CBMT (6) CBC; CBC; 221,216

Ottawa, Ont.—
▶CBOT (4) CBC; CBC; 38,500

Port Arthur, Ont.—
▶CFPA-TV (2) CBC; All-Canada, Weed

Quebec City, Que.—
▶CFCM-TV (4) CBC; Hardy; 6,000 estimate

Regina, Sask.†—
▶CKCK-TV (2) CBC; All-Canada, Weed; 3,000

St. John, N. B.†—
▶CHSJ-TV (4) CBC; All-Canada; 10,000

Sudbury, Ont.†—
▶CKSO-TV (5) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 10,091

Toronto, Ont.—
▶CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000

Vancouver, B. C.†—
▶CBUT (2) CBC; CBC; 30,000

Windsor, Ont. (Detroit, Mich.)—
▶CKLW-TV (9) CBC, DuM; Young

Winnipeg, Man.†—
▶CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
▶ XEJ-TV (5) National Time Sales; 39,975

Tijuana† (San Diego)—
▶ XETV (6) Weed; 260,550

UPCOMING

NOVEMBER

Nov. 16: BAB board and stockholders meetings, New York.

Nov. 17: NARTB Sports Committee, Ambassador Hotel, New York.

Nov. 17: Advertising Council Day, Waldorf-Astoria, New York.

Nov. 18: Country Music Disc Jockeys Assn., general membership meeting, Nashville, Tenn.

Nov. 18-19: North Carolina Assn. of Broadcasters, Mid-Pines Hotel, Southern Pines, N. C.

Nov. 18-20: Radio Television News Directors Assn., Hotel Sherman, Chicago.

Nov. 19: NARTB Freedom of Information Committee, Ambassador Hotel, New York.

Nov. 21: Florida Assn. of Broadcasters, Ft. Harrison Hotel, Clearwater.

Nov. 21: Louisiana-Mississippi AP Broadcasters Assn., Jung Hotel, New Orleans.

Nov. 22: Tennessee Assn. of Broadcasters, Patten Hotel, Chattanooga.

Nov. 22-24: Eastern Council, American Assn. of Advertising Agencies, Roosevelt Hotel, New York.

Nov 29: NARTB Am Radio Committee, Mayflower Hotel, Washington, D. C.

Nov. 30: NARTB Fm Radio Committee, Mayflower Hotel, Washington, D. C.

Nov. 30: Tv Film Directors Assn., New England Chapter, Statler Hotel, Boston.

JANUARY 1955

Jan. 20-21: Symposium on printed circuits by Engineering Dept. of RETMA, U. of Pennsylvania, Philadelphia.

Jan. 26-28: Georgia Radio-Tv Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.

FEBRUARY

Feb. 10-12: Southwestern region, Institute of Radio Engineers, Dallas.

Feb. 13-19: National Advertising Week.

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

Nov. 17 (12:30-12:45 p.m.): *Search for Tomorrow*, Procter & Gamble Co. through Biow Co.

Nov. 18 (8:30-9:30 p.m.): *Shower of Stars*, Chrysler Corp. through McCann-Erickson.

Nov. 21 (6:30-7 p.m.): *You Are There*, Electric Cos. Adv. Program through N. W. Ayer & Son **and Prudential Insurance Co. through Calkins & Holden, alternating sponsors.**

Nov. 28 (9:30-10 p.m.): *Honestly Celeste*, Bristol-Myers Co. through Young & Rubicam.

Dec. 1 (12-12:15 p.m.): *Valiant Lady*, General Mills through Dancer-Fitzgerald-Sample.

Dec. 2 (12-12:15 p.m.): *Valiant Lady*, Toni Co. through Leo Burnett.

Dec. 2 (3:30-4 p.m.): *Bob Crosby Show*, participating sponsors.

Dec. 7 (8-8:30 p.m.): *Red Skelton Show*, sustaining.

Dec. 8 (10-11 p.m.): *Best of Broadway*, "The Philadelphia Story", Westinghouse Electric Co. through McCann-Erickson.

NBC-TV

Nov. 15 (8-9:30 p.m.): *Producers' Showcase*, "State of the Union," Ford Motor Co. and RCA through Kenyon & Eckhardt.

Nov. 17 (11 a.m.-12 noon): *Home*, pick-up of interior decorating discussion.

Nov. 18 (9:30-10 p.m.): *Ford Theatre*, "Summer Memory," Ford Motor Co. through J. Walter Thompson.

Nov. 20 (9-10:30 p.m.): *Max Liebman Presents*, "Best Foot Forward," Oldsmobile Div. of General Motors Corp. through D. P. Brothers Co.

Nov. 25 (9:30-10 p.m.): *Ford Theatre*, "The Legal Beagles," Ford Motor Co. through J. Walter Thompson.

Nov. 28 (4-6 p.m.): *Hall of Fame*, "Macbeth," Hallmark cards through Foote, Cone & Belding.

Dec. 2 (9:30-10 p.m.): *Ford Theatre*, "Girl in Flight," Ford Motor Co. through J. Walter Thompson.

Dec. 5 (7:30-9 p.m.): *Max Liebman Presents*, Reynolds Metal Co. through Russel M. Seeds.

Dec. 9 (9:30-10 p.m.): *Ford Theatre*, "Carley C. Co.," Ford Motor Co. through J. Walter Thompson.

[Note: This schedule will be corrected to press time of each issue of B•T.]

WSAU-Tv
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ABC · DuMont

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Antigo Daily Journal

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editorials

Ike Includes FCC Out

EXCEPT in the common carrier field, scant attention was given last week to a highly significant action by President Eisenhower. He established a cabinet-rank committee to review national telecommunications policy and organization.

Domestic radio and television broadcasting are specifically excluded from this committee's scope. That is as it should be, but there is one glaring omission. Why should not the Chairman of the FCC sit on this board which inevitably will invade the field of allocations of spectrum space for government and other services?

The FCC is the government's expert agency on communications, whether common carrier, commercial broadcast, amateur or any of the various other classifications. Its fundamental function is in the field of allocations. One of the biggest problems with which the FCC has had to grapple has been the lack of adequate spectrum space for television in bands in which adequate equipment is available. That has been because government—largely military—has preempted a substantial portion of the vhf range for ultimate use in a national emergency.

Establishment of the cabinet-level committee is doubtless desirable. Certainly there should be reappraisal of our national policy, because telecommunications is an indispensable arm of defense, cold war or hot. The progress made even since World War II has been prodigious. Updating for both peacetime and wartime patterns is desirable.

Practically all of the serious problems in both radio and television broadcasting in years past have resulted from shortages in spectrum space. That has been because the President allocates frequencies to the government, without regard to whatever views the FCC may have on public requirements. That's the situation that has prevailed under years of Interdepartment Radio Advisory Committee (IRAC) control—a group made up of government experts, with the FCC all but on the sideline.

The President's new committee is headed by Arthur S. Flemming, director of Defense Mobilization and one of the ablest men in government. It is staffed by experts from various government agencies identified with the military and with external communications and intelligence. Presumably it has highest priority because four cabinet members and the heads of four other independent agencies will participate in its deliberations.

But there is to be no FCC participation at the committee level, and there was no specific mention of the FCC in the President's announcement. This could only mean that the architects of the plan want to continue the IRAC method of allocations control, or that they have no confidence in the FCC's judgment on matters pertaining to a national communications policy.

Emotionalism Out of Fashion

IN A peak session of last week's 45th annual meeting of the Assn. of National Advertisers, men who run large segments of U. S. broadcasting exchanged frank words with men largely responsible for keeping it running. The exchange should prove fruitful for both sides, broadcaster and advertiser.

The advertisers had a lot of questions for the network executives who appeared before them: the magazine concept of tv time sales and its possible ramifications; rising talent and production costs, and whether the CBS-NBC rivalry in particular isn't running costs up unnecessarily; "deals" and rumors of "deals"; whether networks should "bump" advertisers out of long-held time periods; the possibility of full-network discounts in tv; reports that radio may increase the frequency of commercials; the outlook for a "guaranteed circulation" in tv; and, of course, color television and what it may mean.

Details of the panel sessions involving both radio and tv are recounted at length elsewhere in this issue. The questions were lucid and to the point; so were the answers. The atmosphere was friendly, continuing the happy mood established at last year's ANA meeting after several years of often emotional attacks on radio and television time costs. Radio's case was made in a session entitled "The Advertisers' Court of Media Relations." But neither radio nor television was on trial—and the approach made possible a give-and-take that should be enlightening to all.

YOUR TV ART LESSON
Sid Hix

Drawn for BROADCASTING • TELECASTING by Sid Hix

"There've been 3 calls inquiring about your art book and 247 asking for your model's phone number!"

When to Start a Fight

WITH a new president, a set of sound objectives and an unchallengeable reason for existence, the Television Bureau of Advertising ought to succeed in recruiting a large membership.

The organization of an all-television promotion bureau comes at the proper time. So far newspapers, magazines and other advertising vehicles have not really buckled down to fight tv. That they will eventually be forced to do so is indicated in their growing awareness of television's virtues as an advertising medium.

As reported in B•T last week, the Cowles interests have explained frankly that they bought into WCCO-AM-TV Minneapolis as a hedge against possible decline of newspaper revenue due to diversion of advertising funds to television. We suspect other publishers foresee a similar future.

When the anti-television promotions get going, as they unquestionably will, telecasters will be glad indeed that they set up TvB. As TvB's organizers are aware, it will take time to establish the kind of bureau that will be needed when the tough selling competition starts.

Broadcasters would have been glad to have had a well-financed and experienced Broadcast Advertising Bureau when the opposition began to gang up on radio a few years ago. BAB did not become an influential agency until the fight was fully joined.

Collegiate Control

NOTRE DAME has been having more success with its football teams than with its long-range effort to convince the educational world and National Collegiate Athletic Assn. that a system of artificial and reactionary television controls cannot possibly endure.

Nevertheless, Ed Krause, Notre Dame's athletic director, refuses to be awed by the NCAA hierarchy. Last week in Chicago, he again spoke out against the tv monopoly.

A year ago, feeling began to develop in favor of regional football telecasts. Even the powerful Big Ten had to yield to NCAA, however, when the usual boycott threat arose. Regional games would be a step in the right direction, Mr. Krause feels, but there's much to be done before several hundred campus executives can be convinced they should upset a policy based on such pretexts as fear of Notre Dame's ability to sell its football schedule to tv sponsors and a fallacious claim that de-monopolizing of football telecasts would wreck stadium gate receipts everywhere.

Perhaps events outside the NCAA control will come to the assistance of Mr. Krause and others who oppose rigid tv restrictions. It is doubtful that any network will wish to imitate ABC's unhappy experiences of this year in NCAA football telecasts. Without heavy-spending customers for a one-game-a-week schedule, NCAA may be forced to a liberalized policy.

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